

MAY, 1912

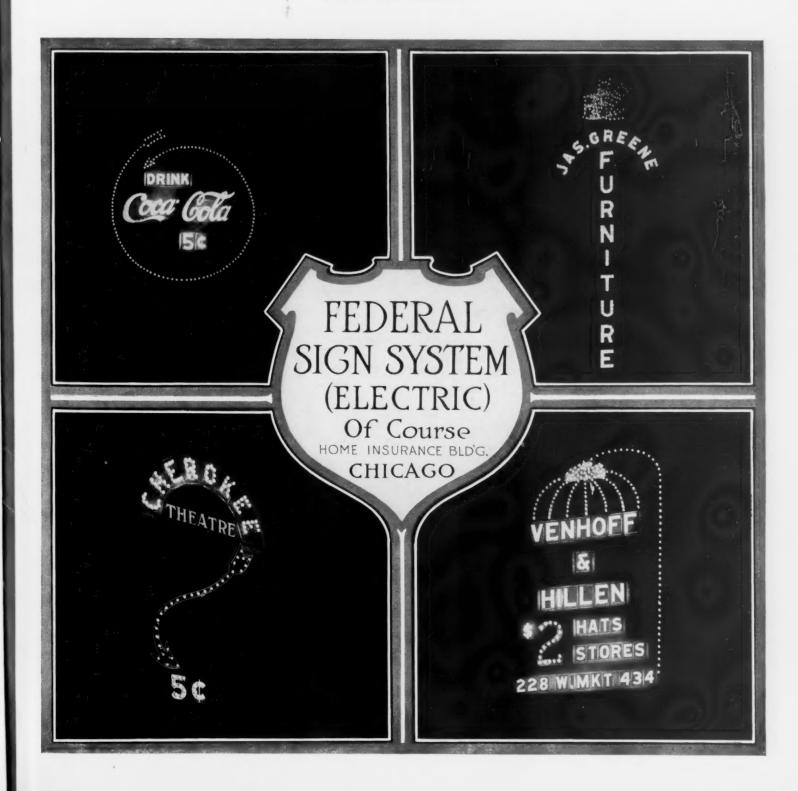


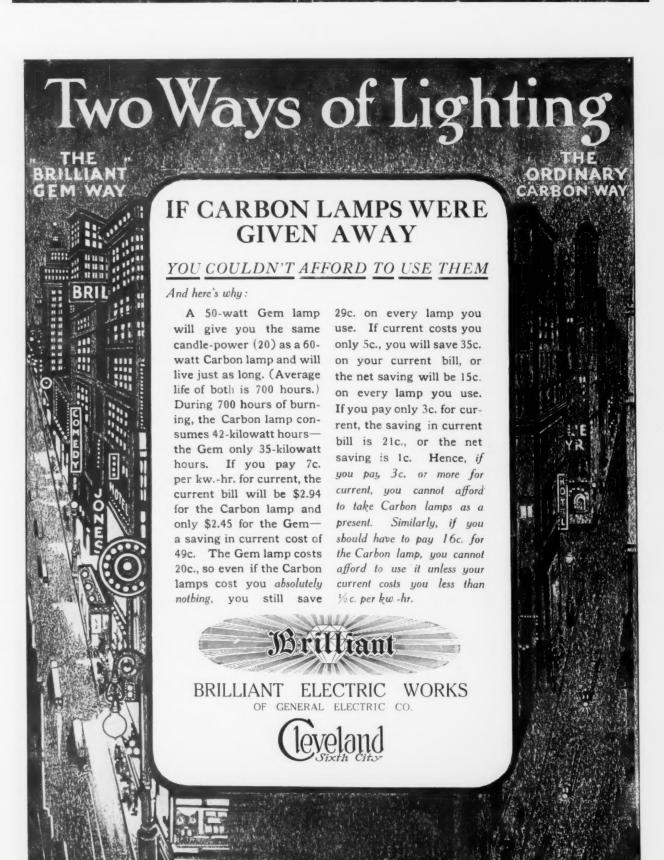
ELECTRICAL-MERCHANDISE

SELLING ELECTRICITY

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ELECTRICAL MERCHANDISE

VOLUME XI

MAY, 1912

NUMBER 5

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The growing popularity of the electric vehicle is shown by our increasing output of

"National" Storage Batteries

The National battery is built to give the kind of service that creates confidence in the electric. Confidence increases the sizes of the fleets. Progressive central station men are boosting the electric. We are keeping pace by building a battery that makes good all claims for the electric's economical operation. Satisfied users are firmly establishing the National as the most serviceable battery. A vehicle equipped with a National convinces the most skeptical that the electric is an economical investment.

Every detail of the construction is right. We built the finest storage battery plant in the country to handle the increasing demand for National batteries.

Our engineers are at your service.

The United States Light and Heating Company General Offices: 30 Church St., New York. Factory: Niagara Falls, N. Y.

Sales Offices and Depots New York Boston Buffalo Cleveland Detroit Chicago St. Louis

Your Wife Will Convince You—If We Don't

Electric sweeping is a home proposition. A man at a rolltop desk hasn't got the right perspective on it as a rule. So put it up to your wife. She knows.

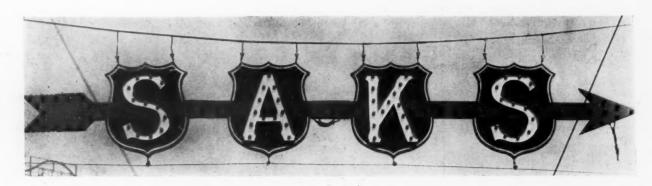
A suction cleaner—with enough suction to pull the nails out of the floor—is an awkward tool for a woman to use. It doesn't work like a sweeper. It's heavy and cumbersome. It's a machine. The

PRFMIFR Vacuum Sweeper

on the other hand, works exactly like the regulation carpet sweeper It's light (7 lbs.). It brushes up the nap of the rug or carpet and then sucks up the dirt. Best of all, it's cheap—the cheapest good machine made.

Let us send you one—for your wife to test. Let her be the judge. She will tell you that the PREMIER solves the sweeping problem. Incidentally, the PREMIER will pay the entire cost of your soliciting department if each man sells only two machines a week. We have the proof.

Premier Vacuum Cleaner Company Power Avenue, Cor. 12th Street, Cleveland, Ohio



Look at these three Greenwood Signs. Each has a different work to do and is designed just to do that work.

That's the mark of a Greenwood Sign. It isn't just metal and paint and wire and lamps; it's a sign-salesman, studied and created to make the strongest possible appeal to its own field.

That's the secret of all Greenwood signs—

Individuality

This SAKS sign was built for a Montgomery, Ala., department store. It is suspended across the street and points to the store with a red arrow and white letters. It is vigorous and impulsive. It does its work.

There are three of these MERITA signs in Birmingham, Ala. That's the answer. The design is strong and appealing. The first one paid and they bought more. They all pay.

The WESTERN UNION sign is burning in a western city. There's nothing radical about it. Why should there be? But the man who wants a telegraph office, sees it and goes there.



That's the kind of sign-salesmen we build and we ship them to all parts of the country, the best signs that genius and experience can produce.

See that your customers buy this kind of signs.

Greenwood Advertising Company Knoxville, Tenn.



ELECTRICITY SELLING ELECTRICITY

Edited by FRANK B. RAE, Jr.

EARL E. WHITEHORNE, Managing Editor

The Trans-Continental Convention

By FRANK B. RAE, JR.



OST of us, I fancy, felt that the National Electric Light Convention in New York was very much like a three-ring circus. There was so much to see and only one inefficient pair of eyes to see with; so much

to hear and but two protesting eardrums to catch the vibrations—so much to remember—so much to eat—so much to drink! It was very like cramming a text-book while looping the loop to the music of a steam callione.

The Convention in Seattle will be different—and better.

Many of us will travel the greater part of a week to get there. That, in itself, is an advantage, because we will have become accustomed to our holiday before the serious business of the meetings begins. Some pretty firm friendships will be made en route. More discussion will take place in the smoking cars than on the Convention floor, and it will be the more valuable because less formal. That personal, man-toman exchange of thought and experience, is, after all, the real meat of any trade

s, after an, the rear gathering. Isolated from their business fellows as most central station men are, the opportunity for intimate and unhurried discussion of vital topics is not one to be considered lightly. It is not so much what the other fellows say that is important as the brain stimulus which their talking gives us.

Not but what there will be plenty of important things said. Every one of the Convention specials will carry its quota of "big men." At least two of the trains will be en route two weeks on the outward trip, and the others from four to six days. That is long

enough for almost anyone to scrape acquaintance, even with the men whose office time is measured in minutes and seconds instead of hours and days. And these big men are



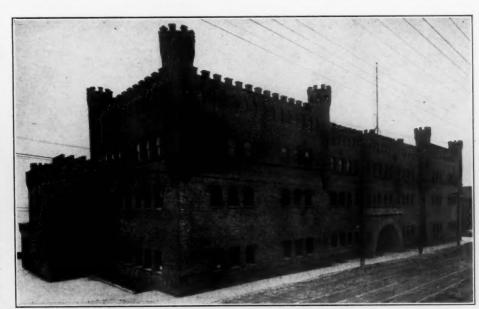
John F. Gilchrist, President National Electric Light Association

approachable, once they are separated from a desk or a committee meeting. One of the finest of my memories is of Henry L. Doherty in a smoking car, reminiscing till two a. m. to a crowd of youngsters none of whom ever owned a share of stock—till afterward. On another occasion, two of the biggest men in the incandescent lamp business swapped lies and preached sermons to a couple of cub salesmen till the occupant of the berth across the aisle threw a shoe at them. Yes, the big men unbend on a long trip, and act just like common folk—only better, because what they say is worth listening to and can be applied in the next day's work.

Of importance hardly less will be the meeting and knowing of men from the far west who do not ordinarily get to the Conventions in the east. From Denver to the coast are some of the ablest men in the business-men who have literally created not only the great hydro-electric plants, but the market for the current which these plants generate. Some hint of the commercial methods of these men will be gained from articles now appearing in Electrical Merchandise, but at best the printed account is only a hint. The delegates to the Seattle convention will see and know the men themselves; they will study and understand both the conditions and the methods by which they work. The effect will be to

broaden our ideas not only of the business but of the ways of doing business.

As to the vacational advantages of this Convention, an elaborate book could be written. Three special trains are planned which will circle the important show places of the west-the Grand Canyon, Yellowstone, Shasta, and the principal coast ci-The famed and ties. beautiful Rose Festival of Portland will occur immediately after the Convention. The Pacific Gas and Electric Company has extended invitation to those traveling by special train to visit its plants and scenic



Where the Seattle Convention will be held

points nearby; the cherry growers of The Dalles will put aboard all special trains cases of their delicious fruits. Every lighting company within striking distance of Seattle and many which are a long way off have entered a stiff competition to force hospitality of some acceptable sort upon the members who attend from the east. From the moment the specials back onto the siding at their eastern starting point until the breaks grind

Frank M. Tait, First Vice-President National Electric Light Association.

in the terminals, the trip will be full to overflowing with social features.

This magazine gives some hint as to the proposed work of the Convention. Papers, addresses, and reports to the number of 63 have been allotted time on the program. This program covers three days and eight sessions. In those sessions, probably more real business will be transacted than in any previous meeting; for, owing to the distance from the more thickly populated centres, the Convention will be less unwieldy and the

fact that the companies sending men will choose those most capable both of representing them on the ground and of bringing



Hotel Washington, Seattle. The Official Headquarters during the Convention.

home the largest measure of value. This makes it certain that the discussions will be crisper, that they will be participated in by

men of larger calibre, that the sessions will, in fact, constitute a congress of the leaders of the industry.

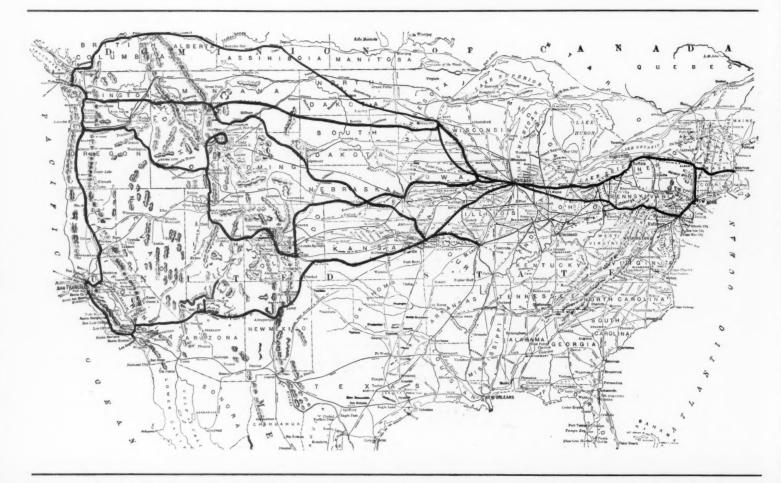
The heavier attendance by western men is the most hopeful and definite advantage. While it is undoubtedly true that the coast is nearer to New York than New York is to the coast,



T. C. Martin, Secretary National Electric Light Association.

we have had too few westerners at recent Conventions. It will be both interesting and instructive to see them more largely represented—even in virtual command. They should inject into the proceedings some of the characteristics for which they are known—breadth, vigor, and unconventionality.

As the time draws near, it is evident that the 1912 Convention is looked upon as the most truly national meeting of recent years. It is a meeting that none should miss.



This map shows the routes which will be taken by the six special trains to the Seattle Convention and the opportunity afforded for seeing the great West.

Electrical Refrigeration

How It Was Introduced, Popularized, and Made Profitable in Philadelphia.

By R. LOUIS LLOYD Commercial Department Philadelphia Electric Company



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BOUT eight years ago, The Philadelphia Electric Company became convinced that a power load operating refrigerating machines would be a very desirable addition to its other business and that, if properly

developed, it would become in time a source of considerable revenue. To that end, a refrigerating department was created as an adjunct to the regular power department, and an engineer employed to devote his entire time to the soliciting of this class of business. No special rates were offered as



R. Louis Lloyd.

it was considered that the demand for artificial refrigeration would come, not from a competition with ice in the matter of cost, but rather from such applications as saloons, and residences, where convenience would be of prime importance.

With these points in mind, arrangements were made with a company building and installing refrigerating machines, to cooperate with the company's engineer in any instances where interest had been aroused, to the end that complete specifications and estimates could be furnished. Advertising matter was prepared and circulated through the medium of monthly bills and a selected mailing list. Every inquiry was carefully fostered and by the end of a year several installations had been accomplished.

As is always the case with the introduction of something new, some instances occur where everything does not come up to expectations. Disappointment resulted in two or three cases and one such case in a saloon has ever since retarded the introduction of refrigeration machines in this field. The majority of cases, however, proved eminently satisfactory. Not only did they give good results but they also showed economy. It was not long, therefore, before the principal argument given for the use of electrically-driven refrigerating machines was money saving, as well as improved conditions.

Next followed a very successful year in solicitation among milk depots, with the use of larger and ever-increasing sizes of machines. And here again we met a disappointment, because it was soon learned that on account of the large amount of steam and hot water used in these places, special rates would be required to compete with the steam engine in sizes of fifteen tons and above. With these lessons in mind, how-

ever, we were properly equipped to make a canvass which brought good and lasting results. Meat markets, ice cream plants, dairies, and many other industries were interested just as soon as we could show a confidence in, and knowledge of, our prop-

In the district in which the majority of the wholesale meat dealers are situated, a cold storage pipe line was doing business and counted among its customers every packing house agency. We stormed this citadel. The pipe line charges were ten cents per cubic foot per year. We did not know for sure, but had a pretty good idea that our schedule of charges would result in a lower cost to the user of a private refrigerating machine.

Two converts were secured and the entering wedge was placed. It was not long before every manager in that section was writing to his home office asking for an appropriation for a machine, and just about this time trouble began to develop on the pipe line. Its service became unreliable and numerous complaints were registered. What was their misfortune naturally helped us. "It's an ill wind that blows nobody good." So we secured one after another until finally, when the pipe line company went out of business, our only competitor was ice. Ice won out in one instance only, and that was where the investment in a machine was absolutely refused for reasons unstated. The costs for electric power were in every case less than the former charge for cold storage service and in some cases were as low as four cents per cubic foot per year.

It has always been our policy to be as mpartial as possible in recommendations of

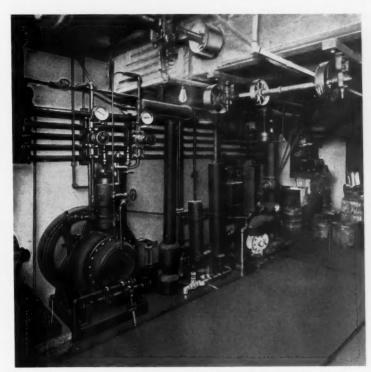
resented in one particular industry, while some other agent devoted more time to some other line of business. This naturally gave some of them a more specialized experience along certain lines, apparently of their own preference, and we have found it excellent to encourage this tendency.

We have also found that it is a great mistake to encourage cheap installations, where



A refrigeration installation in a light lunch cafe. Note the simplicity and small space required. Driven by a 2-hp. motor. Referred to as Fig. 2.

the cheapness results in a poor job. When indifferent results are obtained, the dissatisfied customer seldom keeps his discontent to himself, and the system of artificial refrigeration gets the blame, instead of the individual installation. Perhaps the expenditure of as much more money as



A 2-ton brine circulation plant in a retail ice-cream saloon. It averages 400 qts. a day with a 5-hp, motor.

any particular make of machine. There would have covered the higher bid, might were in this territory representatives of many manufacturers and we tried to help them all. We found, however, that some one make was frequently more largely rep-

put the equipment in a good working condition, but this seldom appeares the customer. Such installations always act as a boomerang and retard the progress of refrigeration amongst the disgruntled customer's friends and trade associates. It were much better that that installation had never been made; for by discouraging it, only one is lost, whereas its failure often alienates two or three other prospects.

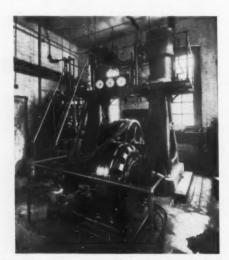
There are several methods or systems of using artificial refrigeration. Direct expansion, brine circulation, automatic control, indirect air cooling, and auxiliary brine storage, were all studied with a view to



A 4-ton refrigerating machine in a dairy. It cools two boxes, one shown at left and a 7 1-2-hp. motor drives it.

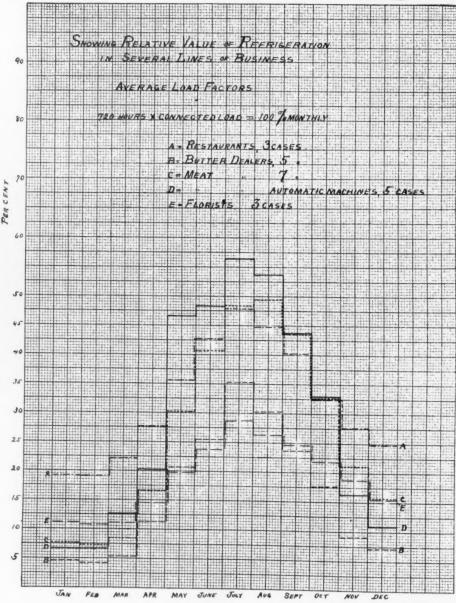
recommending the best for each particular It has been the distinct policy of the Philadelphia Electric Company to consider the case from the consumer's standpoint, to act as the consulting engineer, and to recommend that plant which will prove the most economical in the long run. Even though it resulted in less income for the central station, it was considered wise to do so, as the best customer is the satisfied customer. Brine circulation systems are seldom advised because of the extra cost of power to operate the brine pump. Small machines, closely motored, requiring eight or ten hours operation, were advised in preference to larger machines, because of the better rate obtained for long-hour operation.

After an installation was secured, it was closely followed and results put on record. We made friends of the owners and were



This 60-ton compressor equipment makes and hardens over 1,400,000 qts. of ice-cream yearly. It is driven by a 60-hp. motor. Referred to as Fig. 3.

ready to help solve any problems which might arise. Close attention to all such details has resulted in an ample reward of much business, so that the department is now not only self-supporting, but in addition to making up for early expenditures, it returns a handsome revenue to the company. Present installations number upwards of



A comparison of the load factors encountered in various classes of refrigeration, showing the effect of the seasons.

one hundred and twenty machines, distributed among sixteen different industries. They vary in size from one-fourth ton up to a pair of thirty-five ton units.

It is quite interesting to study the relative value of this business resulting from the several classes of installations, based on load factor. Average figures of load factors have been compiled for several classes and are given below (Figure 1). Thus we see that meat dealers, fur storage, and automatic machines show the greatest variation beThe load factors are computed on a basis of 720 hours operation of the motor at rated capacity equalling 100 per cent.

Graphic representation always shows quantity relations clearly. The accompanying curves are therefore presented to illustrate the facts outlined above.

Figure 2, on page 225 shows the inconspicuous character of a 1-4 ton machine in a light lunch cafe. It cools a box about 8 feet by 10 feet by 10 feet, having doors on three gides.

Months	Florists, Aver. of 3 cases, 1 Ton and 2-6 Ton	Ice-Cream Makers. Aver. of 5 cases, 1, 4, 2, 2½ and 30 Ton	Meat Dealers. Aver. of 7 cases, 1, 2, 4, 20, 12, 8 and 70 Ton	Restaurant. Aver. of 3 cases, 1/4 1 and 4 Ton	Butter and Eggs. Aver. of 5 cases, 2-4 Ton, 2-5 Ton and 8 Ton	Automatic Machines. Aver. of 5 cases, 6 T., 8 T.,10 T., 2-14 Ton
January	11.2%	13.9%	7.8%	19.2%	4.6%	6.8%
February	10.9%	15.9%	7.2%	19.1%	4.4%	6.8%
March	11.2%	18.1%	8.5%	22.1%	5.4%	12.6%
April	14.5%	21.6%	16.7%	27.6%	11.46%	20.3%
May	19.9%	25.9%	30.3%	85.5%	20.6%	46.6%
June	23.9%	36.0%	40.8%	42.8%	25.5%	48.2%
July	28.7%	46.6%	48.3%	47.8%	35.3%	56.4%
August	26.3%	43.6%	49.5%	44.9%	30.2%	53.7%
September	24.7%	38.4%	43.7%	40.3%	23.8%	43.7%
October	21.8%	28.4%	32.6%	32.5%	17.6%	32.9%
November	18.7%	19.8%	21.1%	27.6%	9.1%	16.2%
December	15.5%	17.0%	15.8%	24.9%	7.1%	10.9%

tween winter and summer, filling in the summer valley of the load curve very satisfactorily. Installations for such lines as florists, ice-cream makers, residence and saloons do not show such wide variations for the different seasons. Figure 3, on this page is ice-cream factory. A twin upright thirty-ton compressor supplies all the refrigeration necessary to make and harden over fourteen hundred thousand quarts of ice cream yearly.

The Commercial Section

What It Has Really Accomplished For YOU

By EARL E. WHITEHORNE



WAS in Denver seven years ago at the first National Electric Light Association Convention that actually gave public recognition to the central station purelybusiness man. It was a big day for the "commercial agent" and the "solicitor." One whole

morning was set apart for a commercial session, and a series of papers on commercial subjects was presented. No other meetings were held that morning and the attendance

In the rear of the hall, on tables, there was an exhibition of the advertising matter



H. J. Gille, Chairman N. E. L. A. Commercial Section.

in use by the Denver Gas & Electric Light Company, the Public Service Corporation of New Jersey, and one or two other companies, a vast display of pioneer art work and ads, car-cards, folders, and newspaper designs. It was a big surprise to many and everybody was interested, for Mr. J. Robert Crouse had just launched his red-covered pamphlet proposing the Co-operative Electrical Development Association, and the air was full of the wonderful opportunity, the big things that advertising was about to do.

That was the beginning, and to show how elementary were the problems before the central station salesman at that time, note the titles of the papers delivered before that first N. E. L. A. Commercial Session:

'Advertising Methods," Percy Ingalls.

"Sign and Decorative Lighting," LaRue Vredenburgh. "Free Signs and Flat Rates," C. W. Lee.

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"Co-operative Plan of Lamp Manufacturers for Business Promotion," J. Robert Crouse.

That was the beginning. Since that Denver Convention, the time and attention devoted to commercial subjects has lengthened at each annual meeting, to two, three, four, and five sessions, till last year it was organized into a separate Commercial Section, with practically an independent convention

of its own. And now we go to Seattle, not only for a national conference of central station commercial men, men now recognized as the vital force of the industry, but to hear and benefit by the results of a solid year of effort by a permanent organization that is working to develop the ever-growing opportunity first acknowledged that morning in Denver. What a change in a very few years; what a stride in the power, the standing, and the burden of the central station purely-business man!

When the idea of a separate commercial section was first conceived and argued, and the project was sanctioned by the Executive Committee of the Association, many men said, "What's the use? Why should we pay separate and additional annual dues for the sake of maintaining a distinct organization?" Before the initial Convention of the new section in New York last year, the section membership grew to 826. Apparently they began to understand. central station salesman has been suffering for school books, working data, and tools, and the Commercial Section was organized to provide a practical and adequate means

of overcoming the handicap.

There has always been a material weakness in conventions. The conference opportunity of such a national gathering is invaluable, for we learn more from men than from books. But the reading and discussion of the convention papers each year, while it has brought out data of inestimable value and practical importance, has come in such a mass of printed paragraphs and such a flood of personal comment and suggestion that much has been lost and little has been applied by the average man. It was not producing the concrete usable data, the working tools. The commercial man who was forced to stay at home and keep things turning over, who was too busy to digest the stack of pamphlets that the expressman brought him, asked himself, "What is the N. E. L. A. really doing for me?" And no one seemed to have the ready answer.

The Commercial Section set to work in the fall of 1910, under the leadership of Mr. George Williams, as Chairman, and Mr. Frank B. Rae, Jr., as Secretary. It developed an organization with a membership of 826 and a commercial convention at the New York meeting that surpassed in attendance, in free discussion, and in serious enthusiasm, any previous gathering of central station business men. The papers consisted of reports by carefully-chosen committees of the most expert authorities on each subject, whose experience embraced the breadth of the country. As the first step toward furnishing real tools for the salesman to work with, two books were compiled and published. "The Electric Equipment of the Home" and "Data on Electric Signs."

The booklet on home equipment was made possible by the co-operation of the National Electrical Contractors Association,



Philip S. Dodd, Secretary N. E. L. A. Commercial Section.

the Electrical Supply Jobbers Association of the United States, and the National Electric Lamp Association, who assisted and supported the Commercial Section, both financially and otherwise. It was prepared by the Section's Wiring Committee for distribution to architects, builders, contractors, central station representatives, residence consumers, and prospects, and is unquestionably the most thorough and appealing presentation of the advantages and opportunities of modern electric service ever produced, as evidenced by the fact that up to now some 50,000 copies have been distributed through the agency of central stations, contractors, jobbers, and manufacturers, who have purchased them from the Commercial Section at a nominal price.

The book on electric signs is a suggestive data book not alone for the assistance of the central station sign salesman but also the man he is selling to. Its recommendations look only to the best interests of the con-sumer. Both books are well illustrated and impressive. Think of the enormous influence of such a mass of constructive publicity.

The second year of the Commercial Section has been a most fruitful one, with Mr. Henry J. Gille as Chairman, and Mr. Philip S. Dodd, Secretary. The good work has gone on with



General view over the retail district of Seattle, the Convention City

ever-increasing impetus. A central bureau has been established at the Association headquarters in New York City, under the personal direction of Mr. Dodd, and committees have been hard at work preparing



George Williams, the First Chairman of the Commercial Section.

data and reports to cover the following subjects:

Cost of Commercial Department Work. Selling Current to Large Power Users.

Competitive Illuminants. Residence Business.

Steam Heating.

Industrial and Commercial Lighting. Commercial Electric Refrigeration and Ventilation.

Electric Advertising and Decorative Street Lighting.

Contract Order Routine.

Membership.

Electric Vehicles. Commercial Index.

Electricity in Rural Districts. Advertising and Publicity.

Three books have been published this year and will be issued at the Seattle Convention. The Committee on Residence Business has compiled a further work on domestic service, this time a book of data for the use of the industry, covering the desirability of residence business, and the most successful method of analyzing conditions, engineering plans, advertising, selling, and maintaining good service. This is a most comprehensive work and contains data which will be of the greatest suggestive and assisting value to every central station sales force.

The Committee on Electric Advertising and Decorative Street Lighting has prepared a book on Street Lighting, which

has been written as ammunition for the salesman. It will be available at nominal price for distribution to boards of trade, chambers of commerce, and other civic bodies, and it has been recommended that the distribution be made directly by the Commercial Section.

The Committee on Industrial and Commercial Lighting has also prepared a book on industrial lighting, designed for distribution among shops, mills, and factories. This is an exhaustive exposition of the influence of good lighting on the efficiency of the operative and its effect on output and profit. Much original research work has been contributed to this book and a wealth of material has been secured. It will provide a means for the central station to create an understanding and appreciation of the importance of adequate illumination in industrial plants as has not been possible before. It is another shop tool in the hands of the salesman.

In the meantime, the central bureau of the Commercial Section has organized and installed a Commercial Index which ranks as one of the greatest achievements of the entire work. About 250 pages of this Index, printed on loose leaves in a ring binder, will be presented at the Convention, embracing power data, isolated plant reports, commercial report and system forms, and abstracts of commercial articles which have appeared in the trade papers. The compilation of this Index is naturally a tremendous undertaking, and further time will be required to complete these abstracts for the period to be covered. It will be a permanent institution, however, which should win wide popularity.

Such is the work and the success of the Commercial Section. Every member of the parent Association, of whatever class, is eligible for membership in the Commercial Section and receives without charge copies of all papers and books which are published by its various committees and secures the Commercial Index service. And he belongs to and benefits by an organization which is accomplishing more for the co-operative advancement of the industry than any force yet set in motion. For the Commercial Section embraces the scope of the industry, composed of two groups that work as one unit—the employees of electric light and power companies, and the employees of manufacturers and distributors of electrical material and appliances-both intent solely on the development of a greater

market for electric service. It is a working organization of the highest constructive It is co-operating with manufacturers, jobbers, and contractors; it is advancing the cause of the "People's Electrical now running in many cities (See Selling Electricity, December, 1911); it is boosting for the Sons of Jove; it is doing any concrete work for progress that the brains, experience, and enthusiasm of the industry can devise and effect. It is working for

If you are a central station man-especially a central station commercial man-and have not yet joined the Commercial Section
—DO IT TODAY! Join this body of co-operators, identify yourself with these men, the best that the industry has produced. Do your part in the work they are advancing, and use these tools that they are sharpening for you. Over 1,250 other men have already joined. Within 12 months more, 2,500 will have done so. Be one of The Seattle Convention offers you more than any convention that has gone before. The year to come will bring greater inspiration and stronger, broader opportunity for YOU.

Belong!

The Convention Tours

Six Special Trains Will Carry the Association Members to Seattle

Mr. C. H. Hodskinson, N. E. L. A. Master of Transportation, has announced six special trains at the disposal of Association members and guests who are going to the Seattle Convention. Special reduced rates have been authorized by the various Passenger Associations embracing practically the entire scenic west. In order to secure this low fare, however, it is imperative that roundtrip tickets be purchased.

The following special tours have been

arranged for:

Tour A. Tour De Luxe. Train No. 1— New York City (from Grand Central Ter-Tour De Luxe. Train No. 1minal) to Seattle, Washington, and return. All Expense plan. Complete circular tour. Visiting en route: Going—Grand Canyon of Arizona, Riverside, Pasadena, Los Angeles, Santa Barbara, Del Monte, San Francisco, and Shasta Route to Seattle. Returning visiting Portland, Yellowstone National Park, Salt Lake City, Glenwood Springs, Colorado Rockies, Colorado Springs, and

This train will leave New York City Sunday, May 26, 1912, at 4:05 p. m., arriving at Seattle Sunday, June 9, at 2 p. m. Returning, leaving Seattle Friday, June 14, at 11 p. m., arriving at New York City Saturday, June 29, at 9 a. m. It will be designated as the red special, and will be under the personal direction of Mr. G. W. Elliott, 239 W. 39th Street, New York City, to whom all requests for information, descriptive itineraries, and accommodations should be addressed.

Train No. 2-Boston, Mass. (from North Station), to Seattle, Washington, and return.
All Expense plan. Complete circular tour. Visiting same points of interest as described for Train No. 1

This train will leave Boston Sunday, May 26, 1912, at 1 p. m., arriving at Seattle Sunday, June 9, at 2 p. m. Returning, leaving Seattle Friday, June 14, at 11 p. m., arriving at Boston Saturday, June 29, about noon. It will be designated as the blue special, and will be under the personal direction of Mr. Charles B. Burleigh, No. 84 State Street, Boston, Mass. It is planned to have trains No. 1 and 2 meet at Kansas



Mount Shasta, near Sissons, Cal., a glimpse of the wonderland that will be a feature of this year's Convention tour.

(Continued on page 244)

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The Convention Program National Electric Light Association Seattle, June 10-13

General, Executive, Technical, Accounting, Commercial, Power Transmission, and Public Sessions

TUESDAY, 10 A. M.

First General Session

First General Session

1—Welcome to the City; 2—Address of President Gilchrist; 3—Announcements; 4—Report of Committee on Organization of the Industry—H. H. Scott; 5—Report of Secretary—T. C. Martin; 6—Report of Insurance Expert—W. H. Blood, Jr.; 7—Report of Committee on Progress—T. C. Martin; 8—Report of Library Committee, Report of Handbook Committee—Arthur Williams; 9—Report on Question Box—E. A. Edkins; 10—Paper: Expanded Loyalty—Paul Lupke.

TUESDAY, 2:30 P. M.

First Commercial Session

1—Address of Chairman of Section—H. J. Gille; 2—Address: Commercial Development of the Electrical Industry—W. W. Freeman; 3—Report of Committee on Membership—George Williams; 4—Report of Committee on Steam Heating—S. M. Bushnell; 5—Report of Committee on Electric Refrigeration and Ventilation—John Meyer.

TUESDAY, 2:30 P. M.

First Accounting Session
1—Report of Committee on Uniform Accounting—E. J. Bowers; 2—Paper: Incandescent Lamp Accounting of the New York Edison Co.—W. H. Bogart; 3—Paper: Handling and Accounting for Scrap Materials—Chas. E. Bowden; 4—Paper: General Filing Systems—R. H. Williams.

TUESDAY, 2:30 P. M.

First Technical Session
1—Report of the Meter Committee—O. J. Bushnell; 2—Paper: Meter Setting—S. D. Sprong; 3—Report of Committee on Grounding Secondaries—W. H. Blood, Jr.; 4—Report of Lamp Committee—F. W. Smith; 4—Report of Committee on Electrical Measurements and Values—Dr. A. E. Kennelly, (to be read with Lamp Report); 5—Paper: Line Voltage—R. E. Campbell.

TUESDAY, 8:30 P. M.

First Power Transmission Session
1—Address of Chairman—Henry L. Doherty; 2—Report: The Use of Electricity for Irrigation and Agricultural Purposes—C. H. Williams, (illustrated by lantern slides and motion pictures.)

TUESDAY, 8:30 P. M.

Second Commercial Session

1—Report of Committee on Residence Business—J. F. Becker; 2—Report of Committee on Industrial and Commercial Lighting—E. H. Beil; 3—Report of Committee on Competitive Illuminants—F. H. Golding; 4—Report of Committee on Electric Advertising and Decorative Street Lighting—W. H. Hodge.

WEDNESDAY, 10 A. M.

Second General Session and Executive Session

1—Report of the Rate Research Committee—E. W. Lloyd; 2—Paper:

The Desirability as a Central-Station Load of Pumping for MunicipallyOwned Water-Works—Chas. A. Munroe; 3—Paper: Educating CentralStation Employees—H. E. Grant. (To be discussed in Company Section
Meeting, Thursday, P. M.)

Executive Session (12 or 12:30)
1—Action on Report of Public Policy Committee—Arthur Williams;
2—Presentation of Proposed Constitutional Amendments—Frank W. Frueauff; 3—Report of Treasurer—G. H. Harries; 4—Election of Nominating Committee.

WEDNESDAY, 10 A. M.

Second Technical Session
1—Report of the Committee on Terminology—W. H. Gardiner, Jr.;
2—Paper: New Current-Consuming Devices—F. N. Jewett; 3—Paper: 24-Hour Service in Small Central Stations—Taliaferro Milton; 4—Report of Committee on Overhead Line Construction—Farley Osgood.

WEDNESDAY, 10 A. M.

Second Accounting Session
1—Paper: Proper Accounting for the Sale of Electric Devices—L. M.
Wallace; 2—Paper: Scientific Management of an Accounting Department—

Franklyn Heydecke; 3—Paper: Central-Station Motor Vehicle Costs and Their Distribution to Accounts Benefitted—E. C. Scobell.

WEDNESDAY, 2:30 P. M.

Second Power Transmission Session
1—Paper: Work and Publications of the U. S. Government Relating to Hydro-Electric Development—J. S. Hoyt; 2—Report of Power Transmission Committee of the Association—J. R. McKee; 3—Report of Committee on Power Transmission Progress—T. C. Martin; 4—Paper: Switchboard Practise for High-Tension Power Transmission—Stephen O. Hoves Q. Haves.

WEDNESDAY, 2:30 P. M.

Third Commercial Session

1—Report on Electric Vehicles—L. R. Wallis; 2—Report: Electricity in Rural Districts—J. G. Learned; 3—Paper: A Plan for Increasing Power Load—H. W. Cope; 4—Report: Selling Current to Larger Power-

WEDNESDAY, 2:30 P. M.

Third Accounting Session
1—Paper: Regulated Electric Light Accounting—H. M. Edwards; 2—Paper: Progress Made in the Uses of the Tabulating Machine—Mr. Schmidt, Jr.

WEDNESDAY, 8:30 P. M.

Public Policy Session
1—Musical Program; 2—Reading of Report of Public Policy Committee—Arthur Williams; 3—Report of the Medical Commission of Resuscitation from Shock—W. C. L. Eglin; 4—Lecture: Electrification of the Panama Canal (illustrated by lantern slides).

THURSDAY, 10 A. M.

Fourth Commercial Session
1—Report of Committee on Cost of Commercial Department Work—
E. L. Callahan; 2—Report of Committee on Contract Order Routine—
T. I. Jones; 3—Report of Committee on the Commercial Index—E. L. Callahan; 4—Paper: Ozonators and Their Exploitation by the Central Station—M. O. Troy.

THURSDAY, 10 A. M.

Third Technical Session
1—Report of Committee on Prime Movers—I. E. Moultrop; 2—Report of Committee on Electrical Apparatus—L. L. Elden; 3—Report of Committee on Underground Construction—W. L. Abbott; 4—Paper: Care and Operation of Transformers—W. M. McConahey.

THURSDAY, 2:30 P. M.

Third Power Transmission Session

1—Report of Committee on Receiving Apparatus for Use on Transmission Lines—F. B. H. Paine; 2—Paper: Corona on High-Tension Lines—G. Faccioli; 3—Report of Committee on Protection from Lightning and Other Static Disturbances—S. D. Sprong; 4—Topical Discussion (time permitting).

THURSDAY, 2:30 P. M.

Third General Session and Executive Session
1—Paper: Some Uses of Metals—Dr. W. R. Whitney; 2—Report of the Committee on Street Lighting—John W. Lieb; 3—Report of the Committee on Memorials—T. C. Martin; 4—Report of the Committee on Constitutional Amendments—Frank W. Frueauff; 5—Vote on Constitutional Amendments; 6—Report of Nominating Committee; 7—Election of Officers; 8—Adjournment.

THURSDAY, 3 P. M.

Company Section Session
1—Report of Committee on Award of Doherty Gold Medal—W. W. Freeman; 2—Discussion of Grant Paper; 3—The Proposed Company Section Lecture Bureau—T. C. Martin; 4—Experience Meeting as to Company Section Work.

The First Principles of Merchandising

How They May Be Applied to the Sale of Electrical Merchandise—No Matter How Small the Beginning

By D. B. Bugg

(Walk back into the proprietor's office in the little dry goods store in some country town in Virginia, and 100 to 1, you see lying on his desk, a copy of the leading dry goods trade paper, one of the oldest business journals in existence. A pile of back numbers will be lying in the corner. Ask the department store manager in the city what trade paper he reads and believes, and he will show you the same familiar cover and express the same confidence. They all read it, they all follow its advice, because it has proved, through long years, that it knows the business of retail merchandising.

The most important commercial problem before the central station and contractor today is—Who is going to own the Electric Store? Shall we keep the profits and control of this inevitable merchandising business within the industry, or let it go by default to the department store? Mr. D. B. Bugg, a store equipment expert on the staff of this same dry goods journal, and a long time student of successful merchandising methods, will answer the last question in a series of four articles to appear in this and succeeding issues of Electrical Merchandise.—Editor.)



HE time has come when a brand new type of merchant is about to make his appearance. The public has become interested in a new type of merchandise, the popular demand is steadily increasing, the line

itself is constantly growing in variety and value; yet, there is no store, no regular shop that stands in the public eye as headquarters for this merchandise and no merchant busy, is really being developed, apace with the growth of the opportunity? Yet, if the business were handled as a straight merchandising proposition—which it is—if it were conducted in a common-sense way, these articles could be sold to a greater or less extent to every home that is connected to lighting lines.

Consider the present situation in the average large town and city. One of the residents—Mrs. Jones—has her mind made up to purchase an electric coffee percolator



How many times have you seen this sort of thing in a contractor's "store"? How many times have you seen such conditions in other stores? What would you say if you did?

as a merchant, developing this profitable

opportunity.

Where is the popular headquarters for electrical merchandise in the average city today?

Who is the electrical merchant in *your* town, selling household appliances and accessories as the hardware man sells his padlocks and paint, or the haberdasher retails shirts and handkerchiefs?

It's ten to one there isn't any. But the demand is most assuredly there and before long it will be met, if not by the central station or contractor, then by the department store.

Why should the profit and control of this business go out of the industry?

Every residence with any pretension to being modern, is lighted nowadays by electricity. Every such householder represents a natural market for toasters, heatpads, coffee percolators, chafing dishes, and the other thousand and one types of current-consuming appliances and the fittings and fixtures that make their use more convenient. But how much of this logical market

and goes out to seek one. She sees a sign on a store which reads, "William Somebody, Everything Electrical." "This," thinks Mrs. Jones, "must surely be the proper place to find what I want." The store, it is true, is not prepossessing in appearance. The windows are dirty, so dirty, in fact, that she barely can discern through the muggy glass, a window floor with a disarrangement of fuse plugs, cut-outs, porcelain insulators, and a medley of other electrical supplies with perhaps one or two indifferent-looking lamps with nightmare shades. All things in the window—curtains, supplies, and lamps—have one characteristic in common: they are covered with dust and ornamented here and there with dead flies.

But Mrs. Jones is not easily discouraged. She is determined to buy a coffee percolator and she reasons that, perhaps, things will look better on the inside. So she boldly enters the door. But, alas and âlack! Worse, and more of it. On one side is a counter with a top that has every appearance of having been used as a chopping block. The floor is dirty. The stock on

the shelving is made up of queer-looking objects of which she has not the slightest knowledge. The store attendant—clerk or salesman, or whatever he is—has on a pair of overalls, his hands are grimy, and there is a smudge on his nose.

Still undismayed, Mrs. Jones waits until the clerk has consumed about fifteen minutes in making up an order for a waiting electrician's helper, who is smoking a pipe which would outsmell the city dump on a hot summer's day. This order that keeps her waiting amounts altogether to \$1.18, on which there is 18 cents profit. Then the clerk ushers Mrs. Jones to the rear of the store, where, on a plain kitchen table, covered with a piece of green felt, he shows her two coffee percolators—one more dingy looking than the other.

Does he make the sale?

He does not. Mrs. Jones concludes that she does not need a coffee percolator and escapes to the open air breathing a prayer of thankfulness.

Is this word-picture overdrawn? Not much, if any. It is really typical of the business methods of many who lay claim to the title of electrical merchants, yet are not getting the business.

In plain words, a new business is waiting for those who are in the best position to develop it. The use of electricity in the homes of the American people is becoming almost general. New, useful, and simple household electrical appliances are being put on the market daily. By giving heed to some of the simple lessons that can be learned from the dry goods merchant, the haberdasher, and the modern drug store, the electrical merchant can become an important factor in the business community. And this does not necessarily demand the investment of a large amount of capital.

In the first place, the electrical merchant must learn the trade drawing value of an attractive window. The merchant in other lines considers his windows by far his best advertisement. He would sooner keep his doors locked than neglect his window display. The articles in them should be bright and attractive and should be changed frequently. Above all, the glass itself should be cleaned daily on the outside and once a week, at least, on the inside. The inside of the store should be clean.

There is no need of making the supply end of the business the most prominent. Anyone who knows what these supplies are and has need of them, knows that they must be bought at an electrical store. And when a customer does come to buy supplies, he generally knows precisely what he wants and no amount of display of these articles will induce him to spend a dollar more than he intends to spend.

Bring forward the bright and pretty household things. Women are the ones who buy this sort of thing, and women will not wade through dirt to make a purchase. A neat clerk or even an intelligent girl can be engaged who can sell these things as well, if not better than the most expert electrical engineer in the world. Most of these articles are simple in construction and no great amount of technical knowledge is necessary to explain them.

If some of the notable pioneer merchants of this country could appreciate the true condition of the electrical appliance business as it is today, they would turn in their sepulchres. They would certainly be justified in believing that the lessons in merchandising which they so thoroughly taught had to some extent, been wasted on graven images. So they have, as far as electrical merchandising gives evidence today.

The saying that if you can't boost, don't knock, is all very well at times, but when knocking is going to produce some allaround good—why, then knock and keep on knocking. And that is about all that the electrical merchant needs at present. He needs some one who will slam-bang him around, draw him through a length of his own conduit, attach him to a high voltage generator, and perform other feats of daring with his lethargic personage to bring him to a realization of the fact that Opportunitywith a capital O—is hammering at his door.

A few years hence and this Opportunity
which is here now—today—will have passed
on. The situation must be seized upon and developed at once. The lack of capital is no excuse for not making a beginning at once. In fact, the successful big merchant of today in other lines was a little fellow but yesterday and the big electrical merchants of tomorrow will be those men who have the energy and the nerve to take advantage of the present condition.

Doubtless there are many cases where immediate results would be seen by applying the first principles of merchandising to the present store, if it be at all favorably located. These principles are:—

First, Cleanliness in all things—windows, store, merchandise, and the person or persons deputized to wait on customers.

Second, Attractive window displays—changed frequently—and with each article having a card or ticket telling what it is.

Third, Advertising—newspaper, bill-board or street car—any or all as may seem best in each locality.

Fourth, Salesmanship, or the ability to intelligently and courteously wait on customers when they do come to the store.

Fifth, Service after a sale is made, which includes prompt delivery and installation where arranged for and immediate adjustment of any transaction unsatisfactory to the customer.

With strict observance of these fundamental principles of modern merchandising, there is not the slightest doubt that a small beginning—no matter how small—will be the foundation of a big business in the future.

"Keep thy shop and thy shop will keep thee," said Ben Franklin, and what was true then is true today.



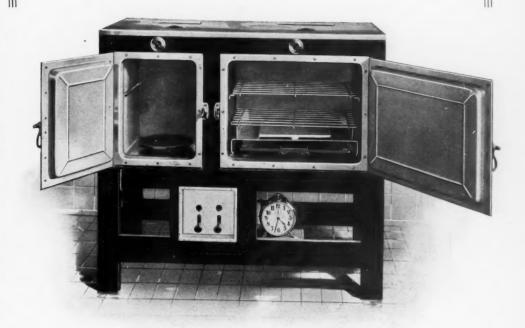
An Opportunity in Waiting Rooms

From W. R. Powers
Superintendent Home Electric Light & Steam Heating
Company, Tyrone, Pa.

Magazines in doctors' and dentists' offices are read till the covers come off, as everybody knows from experience. We have found a way to turn this to account for the central station.

This company subscribes each month to a number of copies of the magazines Popular Electricity, Electric City, and Electrical Progress, and we place a copy of each in every doctor's office, every dentist's waiting room, and every club and society reading room, putting them with the other magazines. The appearance of these publications after a month shows that they are read, and the professional men and club people are only too glad to have them there, for they are strictly educational and not direct advertising in any sense. Yet we believe that it is giving us indirect publicity of great value, for it is bringing the varied uses of electricity before a great number of people without the natural prejudice that meets all signed advertising.

You can sell current for cooking and boost your valley load.



Electric Cooking is practical—for you and for the people on your circuits.

The Copeman Automatic Electric Cookstove solves the problem absolutely—to the satisfaction of the cook, the customer, and the company.

The Copeman is not a "fireless cooker"—it is a real cookstove, with the fireless-cooker feature added and the labor left out. The housewife does not have to learn a new system of cookery in order that she may use the Copeman—she does things as she has always done, but minus the drudgery, dirt and danger.

The secret of Copeman success is this:

—We have built a unit that fills a long-felt want among the central stations.

—We have built a unit that meets the requirements and past usages of the housewife.

Probably one per cent of your residence customers are ready right NOW to adopt electric cookery. They only require to be shown a practical, economical, satisfactory unit.

The Copeman Automatic is that unit.

Write for the FACTS. We will have no difficulty in proving to you that the Copeman Automatic Electric Cookstove will meet the approval of both your technical experts and your critical customers. We know that before you recommend or sell a stove it must meet both these tests. We also know that the Copeman Automatic is the ONLY stove that CAN meet both tests. Get the FACTS.

Copeman Electric Stove Company Flint, Michigan

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The Foundation of a Power Wagon Development

By Stephen G. Thompson Vehicle Engineer, Public Service Electric Company, Newark, N. J.



NLY a few years ago, in the early days of central station commercial development, the sale of electric power was a very different procedure from present methods. It was looked on as a matter of simple

salesmanship then; today, the business is secured on a basis of engineering. Instead of indefinite general claims by a man who simply talks, we have accurate analyses by experts, by engineers who know from experience and education and are able to demonstrate the efficiency and economy offered by electric motors in each specific application.

We are slowly passing through a similar development in the vehicle field, going over



Stephen G. Thompson

the same ground and learning again the same expensive lesson that efficiency and economy can only be proven by facts and figures. Why should the central station industry delay the development of a popular appreciation of electric vehicles through disregard of the lesson of past power experience? Why should we go on trying to sell electric power wagons by conversation, as we have sold pleasure cars? The market for work-vehicles demands the same exact engineering methods that have been proved indispensable in the industrial power field.

The assumption that central station activity in promoting the use of electric vehicles is purely speculative will hardly bear the close scrutiny of serious study. The project presents some pretty concrete facts that when properly weighed and tabulated will convince the central station manager that the source of income from vehicle battery charging is too important an opportunity to be longer ignored.

Of course, the natural question is, "How can I foretell the value of this vehicle charging load? How can I secure this business?"

The answer is simple: Analyze your local conditions. Sit right down with paper and pencil and make a list of every operator of horse vehicles you can think of. From this list select those whom you know to be financially able to purchase electric vehicles. Choose those who operate a number of wagons, for these are generally the most progressive firms, as their business growth indicates.

Now go out and talk to them. Discuss commercial vehicles in general, get their views to enable you to determine who are most susceptible to connection, and who are the most likely prospects. Incidentally, ascertain the number of horse units (that is,

wagons) they operate. By this time your list has simmered down to possibly a few hundred or dozen. Here is your basis, here is something to work on.

When you find the total number of horse vehicles employed by the firms comprising your revised list, the rest is a simple problem in algebra. Let x represent your average power rate in cents per kwh., then—

$$\frac{\text{No. of vehicles}}{2} \times 7500 \text{ x} = \left\{ \begin{array}{l} \text{annual income} \\ \text{income} \end{array} \right\}$$

Never mind the logic upon which the equation is based, but in the words of the "wet paint" sign on the park benches "believe the painter."

Now, let us see what the equation would indicate when applied to an actual case. I have before me a list of horse operators in a city of 175,000 inhabitants. Constant revision has reduced the number of names to but 27, the total number of horse units operated being 190. Thus for our equation, assuming x = 4 cents, we have—

$$\frac{190 \times 7500 \text{ x}}{9} = \$28,500$$

Here is something tangible, something to strive for. Here is annual business of \$28,500, worth going after, surely, and it is only a start. It only represents the most likely and immediate business.

The situation in any city is not hard to

analyze:-

First. The probable users of electric commercial vehicles are the present horse operators.

Second. They represent but a small proportion of the total number of inhabitants in the city and make a small list.

Third. Because they can be so selected and the campaign directed to these alone, there is no need for expensive general publicity.

Fourth. Mechanical road transportation of merchandise is an engineering problem, therefore the introduction of electric vehicles requires more than a solicitor, more than a salesman.

It all resolves itself into this: find your prospect list, then find your man qualified to develop the field, then go after the business.

The fundamental principles of the application of power machinery for any service hold true in the vehicle field, the only difference between a vehicle installation and an industrial power installation being that the latter is generally contained in one or two units and is stationary, while the vehicle installation is in a number of units and is mobile. We must all appreciate also that the commercial vehicle is a new piece of machinery introduced to perform work that has been performed heretofore by horses. The limitations of horse service have been such that chances for efficiency were too remote for the business executive to give the matter even passing consideration. This new tool, however, this new piece of machinery, places the transportation department in an entirely different light; it brings an opportunity for the development of efficiency, for scientific application and operation. It becomes interesting to the business man.

In making the first canvass for electric vehicles, the best people to approach are the large horse users, such as department stores, wholesale grocers, express companies, breweries, bakeries, large dairies, and the like. Much is gained by interesting these large people first, for the smaller operators are watching them, and the moral effect of their conversion is strong.

The retail tradesman, the butcher, or grocer, is not a logical prospect, as a rule, excepting possibly in the smaller towns. The larger cities are usually divided into social centres scattered throughout the city and individually served by their local retail grocery stores, almost everyone of which may be operating two or three, or even four horse units. But they work in a territory confined to possibly four square miles, where the time required by the driver to perform his work is such a large percentage of the total time consumed that practically no increased efficiency would be effected by the greater speed of the electric, considering the large investment. I think the time will come when cheaper electric vehicles will be manufactured with a maximum mileage under 20 to meet that one condition of neighborhood service.

When I first began my work here, I selected the largest concerns, the most likely vehicle users in Newark, and concentrated on them almost exclusively. I wrote a letter to each one of the 204 prospects I had selected and with this letter I enclosed a return postal. Out of that 204 I received 52 answers. These letters were not addressed to the firm in a general way, but went direct to the president, vice-president, general manager, or some one in authority, and it was this same responsible head I later called upon and told the story of the electric

I went to him with data books, engineer's investigations, results obtained from actual operation, and information collected from outside observation. I was able to tell each man what his horse costs were by asking him a few questions concerning his equipment, and showed him facts and figures from my engineering data proving the probable saving that could be expected in his particular line of business. That brought him to the point where he was sufficiently interested. Here was a man he saw, that knew something about his business, and because of such knowledge, could not easily be set aside.

I would go to him, for instance, and ask the number of horses he was operating. Say his answer was 80. I then excited his interest still more by stating that his annual operating cost must be from \$60,000 to \$65,000; that his investment probably figured about \$40,000 and his labor cost \$30,000. At hearing this he would invariably say that it was all "tommy-rot," but he would immediately take out his pencil and commence to figure as he had never done before.

The fact that he questioned my statement that his operating expense was \$60,000 evidenced the fact that he was not familiar with his transportation department cost, and when he found me to be within 5 per cent of the actual cost, he would sit back and scratch his head and say, "Why, I never realized that before." After that I would go into details and point out to him the economies he could effect in his vehicle service by the adoption of electric wagons and he would be seriously and eagerly interested. But it was solely my ability to demonstrate my knowledge of his present costs that developed the prospect.

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As a result of the 52 replies received from my first letter, 36 vehicles were sold, and I am now negotiating with one of them for another installation of 25 trucks. After my first round of visits, I called in the vehicle manufacturers' salesmen, and secured their aid, and the list is being consistently and co-operatively developed. They are all five prospects still, and naturally, I have repeated the process in other fields and other industries. The market is a broad one in any city.

But the underlying principle is always the same, and it's directly analogous to the industrial power problem. It requires a "man who knows," to develop the business. If analysis of the opportunity shows sufficient business in immediate prospect to justify the expense, secure the services of a transportation engineer and begin your campaign. The central station should be willing to expend for development work, at least a sum equal to the first year's income from the business, but of course, the necessity for the high-priced engineer will last but for a term. When the first list has been converted and sold, and the vehicles are on the street, the need for engineering work decreases. Successful installations are a powerful influence in your further efforts.

In smaller cities where the field is limited, I see no reason why two or three central stations should not club together and share an engineer between them. Each of these companies could delegate a power salesman to work with him, and under his direction would develop into an efficient vehicle man capable of continuing the work after the services of the engineer are no longer indispensable. Of course, arrangements would have to be made that each company would receive about one-third of this engineer's time and pay for it on a per diem basis.

time and pay for it on a per diem basis.

The pleasure vehicle field will largely take care of itself. The demand has increased phenomenally, and the development of the market is largely a problem of salesmanship; the field for commercial wagons, however, presents enormous possibilities, but how soon they will be realized will depend very largely on the central station attitude.

Don't wait for the commercial vehicle to introduce itself. Don't expect the manufacturer to do all the work. You have learned that industrial power cannot be sold without engineering. Apply the same logic to the vehicle power problem. Make an analysis of the vehicle opportunity in your territory. Find out what it is worth. Then go after it in the way that experience has proved successful.

J. J. Cagney.

Mr. J. J. Cagney has recently been appointed manager of the Newburg, N. Y., plant of the Central Hudson Gas and Electric Co. Mr. Cagney was formerly with the Central Georgia Power Co., Macon, Ga., and previous to that, in Montreal.

W. R. Collier.

Mr. Wm. Rawson Collier has been appointed contract agent for the newly organized Georgia Railway and Power Co., which is to control practically all the water power in the north and northeastern section of the state. The new corporation has leased the properties of the Georgia Railway and Electric Co., of Atlanta, Mr. Collier's old company, for a term of 999 years. Mr. Collier will be in charge of commercial development of the new company, and will have in his charge a territory of about 200 miles square.



How Shavings Can Help Sell Power

From A. E. Anderson
Superintendent of The Laramie Electric Co., Laramie,
Wyoming.

I have just successfully worked a scheme that may be of value to other central station men as a "Dollar Idea."

We have two planing mills in Laramie which, heretofore, we have been unable to get on our lines for the reason that the byproduct—shavings and sawdust—were burned by both mills for fuel under their boilers. All the usual arguments were used in vain until I hit upon the idea to induce one of the mill owners to buy all the shavings and sawdust made by the other, for neither one had enough to furnish all the power required, and they both had to use some coal. The scheme worked.

At the present time, one mill is getting power from us at a very low net cost, considering the sale of the shavings, while the other man is generating his own power at a lower rate than before, due to the fact that the shavings purchased from the other cost less than the surplus coal he formerly had to buy. In this way we secured a power customer that, otherwise, we probably would never have been able to get.



Unprofitable Extensions

By J. E. North Commercial Manager of The Springfield Light, Heat & Power Co., Springfield, O.

All central stations receive frequent requests to make line extensions and it is not uncommon for the applicant to state that there are a half-dozen other families on the same side of the street within a half block who want electric service also.

It doesn't cost anything to sign an application and it would be a mean neighbor who would not do so to help his friend to get electric service, but in a great many cases these neighbors never intend to have their houses wired; consequently, after the line extension has been made, the Company finds itself with an investment, several applications, and but one customer.

We have avoided unprofitable extensions by having the owner of the property sign with the application an agreement whereby he must pay \$1.50 per month from the date the Company's line is completed until he begins to use electric service.





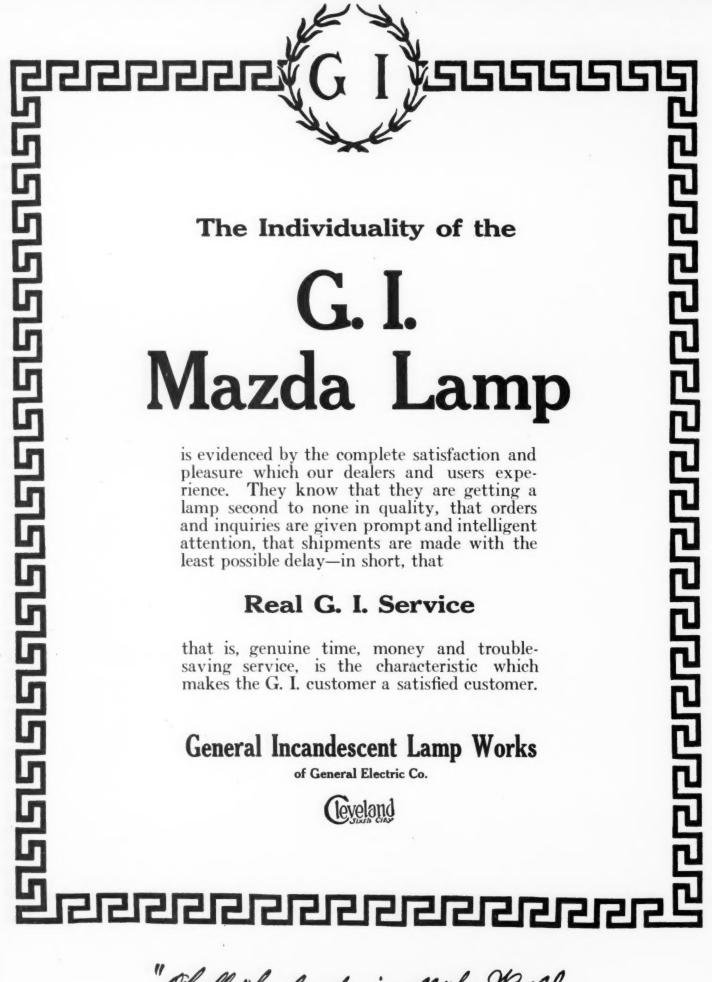
This is the modern policy. The Colonial organization was among the first to adopt this policy and its agents are those who profit most largely by it.

There is a nearby jobber who will tell you the whole plan. There is profit in it for every electrical contractor and supply dealer.

Colonial Electric Works

of General Electric Company Warren, Ohio

bi th 'se





"Of all the lamps in all the Horles we aim to make the BESL"

ELECTRICAL MERCHANDISE SELLING ELECTRICITX

MAY, 1912

WHAT NAME - AND WHY.

A great deal of the time of the courts is given over to legally changing people's names. A considerable number of folk find their inept patronymics to be not alone a cause for annoyance and ridicule, but frequently a serious business hindrance. It is hard for the uninformed to think of Doctor Ill very seriously, though the fact remains that he is one of New Jersey's foremost physicians; the Rev. Christian Sinn must exhort with great power to overcome the burden of his name; while Mr. Jalem is foredoomed to fail at law. These unfortunates are not responsible for the handicap under which they labor; the names are inherited, not selected, and the wise judge does not hesitate long to confirm an application for

It would seem as though two classes of people in the electrical industry should apply for similar cognominal relief. These are the electrical contractor and the central station solicitor.

The electrical contractor who maintains a modern retail store for the sale of supplies and appliances certainly labors under a serious handicap. In a letter recently received from a prominent electrical contractor of the West, this difficulty is set forth very clearly:-

The name Electrical Contractors, as applied to ourselves or anybody in similar business, really does not mean anything to the public. Any wireman, even of the 'screw-driver' type, has the same privilege and it means as much.

'Plumbers who have stores call themselves Merchant Plumbers. Why should we not use the term Merchant Electrical Contractors or Merchant Electricians? This would signify, after it had become known, that the contractor in question has an established place of business wherein he handles electrical merchandise. Our business, as you know, is one that is very attractive to kids and amateurs, and for that reason has no particular standing. If we could possibly give it a dignified, descriptive name I feel that we would add to its prestige."

The complaint is undoubtedly justified

and the suggestion is good. The name, Merchant Electrical Contractor, is a bit unwieldy on the tongue, but it carries out the idea intended. An alternative suggestion might be to call the man who is simply a contractor a Contracting Electrician and the man who does only a merchandising business a Merchant Electrician, combining to Merchant and Contracting Electrician when the man conducts both kinds of business.

The prejudice against the name Electrician resulted from the adoption of this title by every bell-hanger in the country some twenty years ago. The pioneers in the electrical business—designers of apparatus, inventors, and engineers-were all known as Electricians before the title of Electrical Engineer was established. The "American Electrician" was once the leading electrical trade paper. It would seem to be a good-enough name to revive-if in the revival a sufficient dignity and meaning can be attached to it to make it a badge of honor instead of the designation of a tinker.

As for the central station solicitors, something definite should be done by the Commercial Section of the N. E. L. A. to overcome the handicap of that name. This matter has been discussed several times in convention sessions without definite, or at least conclusive, action being taken. We believe that Mr. T. I. Jones, of the Edison Electric Illuminating Company, of Brooklyn, put forth a vigorous protest against the belittling title. Some of the syndicates, we believe, have adopted uniform designations, such as Sales Agent, Representative, Commercial Agent, Contract Agent, and the like. The trade papers generally refer to central station sales forces as Commercial Men or Representatives, but frequently lapse into the objectionable Solicitor. Worst of all, the N. E. L. A.'s official text-book for the instruction of light and power salesmen bears the title "Solicitor's Handbook."

Of course, some will tritely quote "a rose by any other name," to which one might reply that "a good name is rather to be preferred than great riches," and the banalities are even. The solid fact is that, for lack of a handy, descriptive, dignified name the contractors find it difficult to "reach" the public, and the central station new-business men feel themselves to be of little more importance than house-to-house canvassers. A standard should be adopted that will benefit both classes. When it is adopted, the use of the standard term by the trade press and by official organs of both contractors and central stations will speedily result in the abandonment of the undesirable

BENEFICENT KNOCKING.

In publishing the vigorous, if somewhat blunt article by Mr. Bugg in this issue, we make no apology even though we realize that a more tactful presentation of the shortcomings of the present-day electrical goods store might be more acceptable to

some of our readers. This article is the first of a series which is intended to institute a reform. It was written by a man who is an acknowledged authority on retail store equipment and who belongs to an organization from which even the most progressive and alert of drygoodsmen and department store managers learn the ways and means to better merchandising methods. It is printed as it came to us-brusque, curt, but true.

The five factors in successful merchandising, as set forth in this article, are so simple as to seem commonplace. Yet in the successful retail store, of whatever sort, will be found all of them; in the unsuccessful store, one or more will be missing.

The suggestion that it is unnecessary for the electrical dealer to make the supply end of his business the most prominent, even though it may be the most immediately profitable and the most ultimately important, is a hint well worth following. Supplies can be kept as conveniently and more cheaply in a rear-of-the-store stock room than upon the shelving in front. The electrician's helper and the truckman who handle the rough goods need not be served at the same counter as Mrs. Hitone, the society woman. who is there to buy a fan or a percolator.

There are a number of lessons to be learned from this article, and more from succeeding articles by the same author. If the contractor or electrical supply dealer will read them without prejudice, remembering that Mr. Bugg is an expert who sees the opportunity for electrica merchandising from a fresh viewpoint, then he will realize that the business of selling electrical merchandise, while differing in detail, is the same in principle as all other merchandising.

FOR THOSE WHO GO AND THOSE WHO DON'T.

Next month there will be in this country just two kinds of central station men-"those who go and those who don't."

The fortunate individuals are those able to journey to the Seattle Convention and the unfortunates those who, because of the time it will take or the money it will cost, are forced to stay at home. But don't think that the benefits of the Seattle Meeting will be only for the lucky ones who take the trip. There will be some stay-at-homes that glean as much as some who sit through the sessions. It all depends on the individual eagerness.

Every member of the National Electric Light Association can secure copies of every paper and report presented at Seattle. The majority of these papers are not simply one man's message; they are the experience, the wisdom and the foresight of the industry, nation-wide. A dozen of these papers offer suggestions and aid invaluable to the day's work of every man. A great part of the discussion, even, will be reported in the press. Right there is a large part of the value of the Seattle Convention for both those who go and those who don't. Study it.

J-M Electrotherm Takes the Place of the Hot Water Bottle



It consists of a thin, light and flexible sheet or pad containing wires insulated and protected with Asbestos which, when attached to an ordinary incandescent lamp socket, offers sufficient resistance to the current to produce a constant and uniform degree of heat. It is provided with a regulating switch, by means of which any desired degree of heat can be obtained.

Made for any voltage from 5 to 125 volts and can be used with either direct or alternating current. We will help you sell the J-M Electrotherm by furnishing attractive booklets to send to the

people of your town, and the Electrotherm will help you sell current.

Write nearest Branch for Booklet and Special Proposition to Dealers.

H. W. Johns-Manville Co.

New Orleans New York Omaha Philadelphia

Pittsburgh San Francisco Seattle St. Louis

For Canada:—THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED Toronto, Ont. Montreal, Que. Winnipeg, Man. Vancouver, B. C.

OUTDOOR ADVERTISING EVERYWHERE

The O.J.Gude Co., N.Y.

Originators of Spectacular Electric Sign Advertising, and of the "Great White Way," New York City

Owners of Electric Moving Sign U.S. Patent No. 648,677

Are You One of the 2,489

Central Stations and Electrical Contractors who are selling

Thor Electric Home Laundry Machines?

If not, you are limiting your business instead of developing it. THOR dealers secure the orders not only because they offer their customers the best washing and wringing machines made, but because they can give them a selection from 29 sizes and styles at prices from \$50 up.

Our Liberal Terms

of payment and Free Trial conditions will enable you to develop a permanent and profitable business in these machines during the summer months.

Write for Free Catalog H Today

HURLEY MACHINE COMPANY

25 So. Clinton Street, Chicago New York Los Angele

1012 Flatiron Bidg.

FROM ROY G. MUNROE Service Supervisor Denver Gas & Electric Light Co.

Two small living rooms were built into the Company's large show window and tastefully decorated and furnished. One was illuminated with an indirect lighting fixture. equipped with a tungsten lamp, and the other with the ordinary three-light angle-burner fixture, equipped with three sixteen cp. carbon lamps. Placards and photo-graphs described the advantages of indirect illumination over the old style, and invited the passers-by to step in and investigate.

Selling Indirect Illumination by Show Window and Trial Installation



One of the trial installations of indirect lighting that have been so successful in Denver.

A series of crowd-drawing ideas were used to attract attention, the rooms being occupied on one evening with people playing checkers, on another with a display of Arabian weapons, and so on. A great many inquiries resulted, and a number of sales.

În several instances, special fixtures were designed by the Illuminating Department for some of our finer homes and were afterwards made up by a local electrical manufacturer. The Good Service Department is



A recent window display, in an interesting series by the Denver Gas and Electric Light Co.

also making use of this new feature of the business. Good service inquiries sent out are accompanied by a brief description of this system of illumination, together with an offer to install a temporary fixture for a few evenings on demonstration. This has resulted in a number of demonstrations and sales, and it is believed that this system of illumination is going to prove a very success ful means of selling large tungsten units.

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A Fan Opportunity

A New Field Suggested for the Development of Off-Peak Fan Business

(Every little while attention is called to the really valuable sales suggestions that are constantly appearing in the numerous house organs published and circulated by manufacturers and jobbers in the electrical field. Though these articles are published, of course, as direct advertising, pure and simple, nevertheless we are all impressed with the broad-gauge policy behind it, for much of it has an educational value and influence of the highest order. The following article is reprinted from *The Converter*, a house organ published in the interests of the H. C. Roberts Electric Supply Co., of Philadelphia, and the suggestion is well worth thought and action.—Editor.)

The sight of an electric fan hard at work in a Chinese laundry is something to think about, if you're a contractor or a central station man. The "Chink" does not spend his money just because some enthusiastic "spell-binder" tells him to. He makes that money over the rub-board and by the laborious process of pushing a flat-iron far into the night, and a dollar bill is a large and solemn thing in his eyes. Yet we can name a dozen towns through the south where you can see some long-queued Celestial hard at it early and late, with a buzz fan stuck up on a shelf in the corner and blowing a breeze over the ironing board.

Why does he buy it? It isn't because it

Why does he buy it? It isn't because it makes him more comfortable. It isn't because it makes his work easier and sooner done. If he was looking for less hardship and more leisure, there would be an extra Chinaman on the job. But he's not thinking of comfort, he's interested solely in profits; he's grinding out a fortune to take back home with him and he's bought that fan simply because the word has been passed along from "Chink" to "Chink" that it makes the work faster and a cool shop turns out more shirts and collars.

If the Chinese laundryman can see it, why can't fans be sold for every other workshop where improved working conditions will assuredly produce greater output and better profits? There lies the bg fan opportunity of the future.

Up to now, we have been skimming the cream off the fan business, we've been selling to homes, to cafes, and restaurants, and to stores and offices, the natural first field where we are simply filling a known and long-felt want. And the cream will continue to rise, richer every year. But when it comes to big sales, to volume of business in relation to selling effort, the industrial field lies waiting and offering an opportunity that will not be ignored very much longer.

Consider what the last few years have wrought in the development of industrial illumination. Five years ago, there was not one factory, mill, or shop in a hundred where the artificial illumination was adequate, and it was universally looked upon, quite as a casual matter of providing "light enough to see by." There was no talk nor thought of the influence of illumination on output and the standard of efficiency.

The nation-wide campaigns of educational advertising which have been conducted by several lamp and reflector manufacturers have succeeded in focusing the interest of the industrial world on this subject, until oday there is available a mass of experence data that is absolutely convincing. The casualty insurance companies are preaching the necessity for efficient illumination, because they find that there is the greatest number of industrial accidents during the months of short days, when artificial light is most used. Efficiency experts are calling attention to the fact that accidents to the work are vastly more prevalent and costly in the aggregate than accilents to the worker, and recommending lighting efficiency that will give the operatives always the equal of sunlight. Large manufacturers are testifying to the economies that they have effected by better lighting, through faster work from the operatives, the decrease of spoilage, the smaller percentage of "seconds" and the resultant increase in output.

Yet this lighting in the mill and factory is little needed in summer, and its influence is limited to a few hours daily in midwinter. Is there not as great an opportunity to apply the electric fan? Good lighting banishes eye-strain and headache and allows the operatives to work in comfort with greater accuracy. That's all it really does.

And if it has proven of such enormous economic value, does not ventilation offer as much?

Any big mill man or factory superintendent will tell you that the output suffers in quantity and quality during periods of intense heat, and the cost is all down in dollars and cents. The output suffers simply because the operative suffers, and an equipment of ventilating fans and breeze makers will eliminate both.

If it can be demonstrated to the Chinese laundryman it can surely be proved to the enthusiastic conviction of the intelligent manufacturer whose fortunes depend upon the output of shop and factory. Here lies a bigger opportunity for profitable fan business than any of us have ever enjoyed as yet, and every contractor and central station will commence to realize upon it just as soon as it is taken up with the proper amount of eager effort.



Here's a Lamp-Post Opportunity That Most People Have Overlooked--Have YOU?

Sell the "personal post"—the individual installation for the club, the church, the hotel, the bank and the department store. If you show them the LUXO-LABRA, the idea has a character and "class" that makes a strong appeal. It is dignified. It is different. It is an ornament and at the same time an advertisement.

We can tell you where this has worked out most successfully and how. We can help you develop the business in your city. It can be done in such a way that the "White Way" installation is a natural outgrowth.

The LUXOLABRA have a wide range in design, size and price that provides for every contingency.

There are no other lamp-posts made as thoroughly satisfactory to the central station and as satisfying to the consumer.

Go After This Business NOW— Let Us Help You



New York Philadelphia Pittsburg Syracuse Chicago Atlanta
R. E. T. PRINGLE, Canadian Representative
Head Office, Windsor, Ont. Branches, Montreal, Toronto, Winnipeg

HOLOPHANE

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HOLOPHANE-DOLIER MUSS

HE Holophane Company and the have been consolidated into on NELITE WORKS of General Electers in Cleveland.

The change will not in any way interrupt the pany; on the contrary, that service will be ened. With a staff composed of the mode experts; with a fully equipped engineeing finally, with a complete line of products unnew organization is prepared at once to serve pertaining to the advantageous use of art

NELITEW

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Succe

Holophane Company Newark, Ohio

New York

Chicago

Boston

Philadelphia



HOLOPHANE

PYRO MVELURIA MOS

and the Fostoria Glass Specialty Company into one organization to be known as the neral Electric Company, with headquar-

will be immediately and immensely strengththe most experienced and competent lighting gineting department of notable ability; and ducts unmatched in variety and quality, the see to serve the industry in any and all matters se of artificial illumination.

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The Personal Inventory

By W. E. BAYARD

No self-respecting business man would neglect taking annual inventory any more than he would neglect the monthly balancing of his books. Inventory is a check against over-stocking with useless or unsaleable goods; it is a check against possible leaks or thefts; it puts before a man in cold figures his exact commercial status—tel's him just "where he is at."

Why should not the professional man, the salaried man, the salesman, do the same thing? There is no reason why he shouldn't; there are many why he should. Here and there it is being done. The idea is one well worth following.

In the Edison Electric Illuminating Company, of Brooklyn, the personal inventory has assumed an importance that is terrifying to lazy men but a mighty stimulus to those who have an eye on the general manager's job. Regular examinations are held of all the light salesmen, power salesmen, and installation bureau salesmen. The questions asked are not particularly difficult, but

a man must have a pretty sound knowledge

of his business to "get by" without setback. Here are some of the questions:—

Mark on map the boundaries of your district.

Mark by a full black line on the map all the dc. lines.

Mark by a dotted line all the ac. lines.

Give name of owner and address of each plant within your district, and state whether oil, gas, or steam, less than 50 hp.

Give location of desirable points within your district where Company could place for the City arc or tungsten lamps

It has been interesting to note how some men take such an examination. To the majority it is a hardship. "Why should I lose a day answering fool questions?" says one. "I might better be out on my territory closing those three big deals I have open." And then he goes in and cannot define the limits of the territory he operates in. Another says, "You can't do nothing with these gas engine plants. Fellows who run gas engines are nutty." And he can't tell you from his notebook how many gas engines

there are within his district. But other men, who take the examination as a part of the day's work, come out with a new thought. "Gee! I thought I knew my business," says such a man, "but they had me stumped three or four times. Guess I'm getting a little too chesty. Me for burning that midnight mazda."

The personal inventory is a thing no wise man will neglect, once the idea gets a foothold. Is your mental store-room cluttered up with a lot of useless rubbish? The inventory—if you face the facts honestly—will discover it. Are you in a rut? The inventory will jolt you out of it. Are you letting lazy habits steal too large a percentage of your time, which is your only stock in trade? Look at the truth when you take inventory and you will know.

A personal inventory is not very pleasant—as a rule. It shows up a long list of neglected opportunities, of good intentions that have slid to limbo, of cases where the backbone lacked stiffness. It shows up the superficial, let-it-go-at-that methods which are gradually undermining your real ability. Sometimes it shows progress that counterbalances the losses—but not as often as we would all like to imagine.

In business, inventories are of two kinds—annual and perpetual. Sometimes the perpetual inventory idea can be put to work. For example, one of the big syndicates has a simple form that exacts certain information each week from the commercial managers of the companies controlled. The reports show what was accomplished this week, last week, and the same week a year ago, with the increases or decreases resulting. The man who fills out a form like that—and doesn't excuse himself for a poor showing or explain to himself just how it happened—is pretty sure to keep going at a good rate of speed.

Most of us are lazy. We know that we are star men, that any time we really settle down to it we can "put it all over" any other fellow of equal weight or age. When somebody speaks about the stunt that Smith pulled off, we are apt to say, "Well, that's pretty good for a kid. Guess I'll have to get out and show some of these folk that I'm still the daddy of the bunch." Then we hustle for a few minutes, getting a contract from some intimate friend or from a man who is ready to extend his service. We don't dig in and hunt for the new ones or the hard ones—that's too much trouble. We pull it over where we're known, where the resistance is passive.

Yes, the inventory, annual or perpetual, is a mighty good thing. It's a good thing for the company because we're apt to work harder. But it's a good thing for us, too, because we're apt to get a raise. You never can tell.

J. E. Davidson.

Mr. J. E. Davidson, who went to Portland, Ore., about a year ago to take charge of the development of the western properties of the Pacific Power and Light Co. and was some months ago made general manager of the company, has just been elected general manager and vice-president, also vice-president of the Walla Walla Valley Traction Co., embracing the interurban and city traction lines of Walla Walla.

Mr. Davidson, with other leading electrical men at Portland, is making extensive plans for the reception and entertainment of Eastern delegates to the Seattle convention, and the whole of Saturday, June 15 will be devoted to sightseeing and hospitality in the Rose City, which will then be in the height of its famous rose festival.

WHAT

Western-Electric

MEANS

To the Electrical Dealer and Contractor

The Western Electric Company is not only the sole manufacturer of the well-known "Bell" telephone equipment, but it is also the largest distributor of general electrical products. There is a Western Electric answer for every electrical requirement.

Western-Electric

is the quality mark for things electrical. It is the "sterling" of the electrical trade. Apparatus and supplies so marked are the best of their kind.

Western Electric agents sell apparatus and devices for which a market has already been created. Our extensive advertising and sales campaign is steadily increasing this market.

Western Electric products are marketed through thousands of wide-awake electrical dealers and contractors who are served from our twenty-three distributing houses, throughout the United States.

If you are not part of this distributing organization get in touch with Dept. 6-J and get our agency proposition. It means a growing business built on quality.

Western Electric Company

E TIME AND FREIGHT

New York Atlas Buffalo Chic Philadelphia India Boston Cinc Pittsburg Min strers of the 6,009,000 "Bell" Te St. Paul Dallas Omaha Oklahoma Cit, Kansas City Olis Denver Oakland

Los Angeles'
Seattle
ity Salt Lake City
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Address the house nearest you

TELEPHONE OUR MEARST MOUSE EQUIPMENT FOR EVERY ELECTRICAL NEED TELEPHONE OUR NEAREST MOUSE

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Salting the Tail of An Opportunity

Illustrated by an Installation in Niagara Falls

It takes a good man nowadays to follow along, there are so many things to know and to remember. It takes a better man to create, to sight the unusual opportunity and the means of turning it to account. Instances of this kind are inspirational.

Mr. Louis G. Brown, Contract Agent for the Buffalo and Niagara Falls Electric Light & Power Co., of Niagara Falls, N. Y., tells of a recent chance installation which illustrates the point. A customer of that company is doing all the cooking for his small family, by electricity and wished to use the current for heating the necessary water for the household as well. Mr. Brown looked into the matter and arranged for the installation of a 750-watt cartridge heating unit, inserted in the feed pipe of the regular domestic boiler of 100 gallons capacity, as shown in the diagram. The tank was completely covered with a coating of asbestos, between two and three inches in thickness to prevent radiation of heat and produced excellent results, providing sufficient hot water for a family of four, and standing the extreme test of wash day and baths.

On the strength of these results, a second installation was made in a barber shop

A novel electric heating installation in Niagara Falls.

There are two of them.

located in a hotel which was closed for the winter, with the regular hot water supply cut off. In this case two 750-watt heating units were introduced into the water system in the form of two L's in the feed pipe, one below and a little to the right of the other. This installation proved equally practical and satisfactory, providing plenty of water for a five-chair barber shop, with baths, all pipes and tanks being carefully insulated against radiation, as before.

These units operate on a flat rate, Mr. Brown states, and are continuously in circuit. The secret lies, he says, in the use of a large boiler, properly encased in asbestos, for this produces a heat storage system that is quite equal to any ordinary demands.

It isn't that this suggests an economic substitute for present methods of domestic hot water supply; that's not the point. Its ready adaptation to the barber shop in the closed hotel showed a readiness to serve and an eagerness to create a way to gather in the chance and unexpected opportunity, that every central station salesman can well

Who Else Cares?

"If you buy more meat than you need from your butcher and some of it is wasted, do you get angry with him for selling it? "If you purchase more fruit or vegetables

"If you purchase more fruit or vegetables from your grocer than you can possibly use and have to throw some away, do you lose your temper and accuse the grocer of dishonesty?

"If you throw some coal away with the ashes, do you feel that the coal man cheated you?"

you?
"If you leave the refrigerator open and waste the ice, do you quarrel with the ice

"Of course not!

"But sometimes when you carelessly waste gas or electricity, you put all the blame on the gas or electric man or the meter and get angry and say things you ought not to say. Neither the butcher, the provision dealer, the ice man, nor the coal man concern themselves with how much you waste; but the gas and electric departments, while urging you to use gas and electricity, urge you not to waste either."

These questions were suggested by Mr. Rowe of the Hartford (Conn.) Gas Co. and

may well be used by any central station, for they certainly start an interesting train of thought. After all, there *isn't* any other merchant who takes such a precaution in the interests of the customer. Doesn't that argue for the honesty and fairness of the electric light company?

Do your people realize and appreciate this? Have you brought it to their attention?

E. W. Osborn.

E. W. Osborn, formerly contract agent for the Rockford, Ill., Electric Co., has resigned from that company to accept the position of manager of new business for the Scranton, Pa., Electric Co. Mr. Osborn is succeeded in Rockford by Mr. A. C. Martin, promoted from power salesman.

W. I. Warriner.

Mr. W. I. Warriner, formerly with the Lakewood (N. J.) Water, Light and Power Co., has been appointed manager of the new-business department in general charge of commercial work for the Long Island Lighting Co., E. L. Phillips & Co., Engineers. Mr. Warriner's headquarters will be at 30 Church Street, New York City.



The 1912 Model of Guaranteed Excellence

This new model is simply a refinement of our previous model acknowledged as the standard flatiron of 1911.

In engineering design, mechanical finish, simplicity and strength of construction, the 1912 G-E Iron maintains its leadership.

The G-E trademark is its guarantee of excellence. In addition, the Calorite heating unit is formally guaranteed for five years.

Your most careful examination and severest tests will convince you that the new G-E Iron is the one for you to standardize for this year's business.

General Electric Company Schenectady, N. Y.

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A Demand Indicator for Small Consumers

A new maximum demand indicating device has been perfected and placed upon the market by the Minerallac Electric Company, of Chicago. It is called the Maxicator, and is recommended for use in obtaining accurately the maximum demands of the smaller customer with a load of approximately fifty horse power or less, whose load factor is such that the income would not warrant the use of an instrument giving more data and at a greater initial cost.

The Maxicator is a combination of maximum demand indicator and watthour meter register and takes the place of the original register on the watthour meter. It has four dials, similar to those of the watthour meter register, from which to obtain the reading of total consumption, but in addition is equipped with a larger center pointer which indicates on a scale on the margin of the dial plate, the maximum demand during a half-hour interval over any period, such, for instance, as a week or month.

in the position to which it is carried until a higher reading is obtained during a subsequent thirty-minute interval, the driving element alone being set back, thus leaving the indicating hand at the highest point reached during the week or month. At the end of a week or month or any length of



time for which the maximum is desired, the indicating hand may be set back to zero by unsealing a thumb nut which is provided in the meter case furnished. This operation should be performed by the meter reader.

A complete installation of the maxicator

includes a maxicator and a single phase, 220 volt, self-starting induction motor, which operates at practically no load, thus giving a uniform speed at all times. Through a train of reduction gearing a speed is obtained upon the last spindle of one revolution every thirty minutes, the contact element being directly connected to this spindle. A motor of this type will run continuously without attention for approximately two (2) years, thus doing away entirely with the former complications introduced in connection with the timing element.

Schooling the Salesman

How much should the salesman know? How the attitude of manufacturers has changed in recent years. In the old days, the salesman was not supposed to look behind the scenes. It was bad for him, they said, to know too much about how the goods were made. His business was to sell.

Today, the man who carries the banner in the campaign for market development is a representative of the manufacturer in the true sense of the word; he must know not



Compodura Fixtures Will

Interest You



No. D6465 COMPO

Our varied styles in new-idea Compodura Fixtures are creating an unlimited demand for those who wish up-to-date lighting effects.

Style, workmanship and finish will be found in the highest degree in every piece. Upon ap-plication we will submit photo prints, illustrating

R. Williamson & Co.

Makers of Electric and Combination Fixtures and Art Glass Shades

Supply Depot for everything pertaining to the lighting industry

Washington and Jefferson Sts.

INVESTM

We recommend to investors the following:

*Commonwealth Edison Company

Paying 7% per annum, 13% quarterly, February 1st, May 1st, August 1st, and November 1st. Price to yield about 5%.

Public Service Co. of Northern Illinois

First and Refunding Mortgage 5% Bonds. Dated October 1st, 1911. Due October 1st, 1956. Interest payable April and October. Price to yield better than 5%.

Public Service Co. of Northern Illinois

(6% Cumulative First Preferred Stock) Dividends quarterly, February 1st, May 1st, August 1st, and November 1st. Earning over four times dividend re-

Price to yield better than $5\frac{1}{2}\%$.

The stocks of the above Companies are taxexempt in Illinois

UNITED LIGHT AND RAILWAYS CO.

(6% Cumulative Preferred Stock) Dividends quarterly, January 1st, April 1st, July 1st, and October 1st. Earning nearly three times dividend requirements.

Price to yield better than 6%.

Federal Sign System (Electric)

ative Preferred Stock) Dividends quarterly, February 1st, March 1st, May 1st, and November 1st. Earnings greatly in excess of dividend requirements.

Price \$100 per share with a bonus of 25% common stock Voting Trust Cer-

We make a specialty of above securities and will be glad to furnish further information and

*Listed on Chicago Stock Exchange.

Russell, Brewster & Co.

Bankers and Brokers

116 West Adams Street CHICAGO

New York Office

Members New York Stock Exchange Members Chicago Stock Exchange

This indicating hand will always remain SIGN TRANSFORMERS WILL GUARD YOUR SIGNS **SAVING YOU 75%** Also remember stands for all kinds of quality transformers for Lighting, Power, Transmission, and all kinds of special uses, both large and small Absolutely Guaranteed Want Information? The Packard Electric Co.

342 Dana Ave.,

Warren, Ohio

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only how the goods are made, but why they are made that way; he must know his business from the raw material to the consumer, or he falls short of success. And he goes to school till this education is safe rooted.

A few weeks ago, the sales force of the Fort Wayne Electric Works of General Electric Company held its annual convention in Fort Wayne. For five days the salesmen sat in meeting from 9 a. m. to 6 p. m. (with an hour off for lunch). There were illustrated lectures and discussions covering the whole scope of the manufacturing and commercial phases of the business. It was a study of the market, present and future, and how to develop and hold it, eight hours of school, to make better salesmen and provide better service. The buyer knows that such an attitude on the part of the manufacturer cannot help but be reflected in the value of the goods themselves.

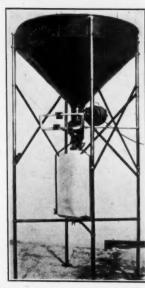
Motor-Drive for Automatic Weighing Machines

Sugar refineries, wholesale groceries, canneries, candy factories, bakeries, and other industries, wherever large quantities of sugar are handled, have long felt the need of a practical weighing machine.

The Pacific Automatic Weighing Machine, Co., of Oakland, California, is marketing an automatic sugar weigher (see illustration) with a novel motor application. The motor drives an agitator which stirs the sugar and insures an even flow and correct weight at all times by the prevention of lumping and clogging in the hopper, and the operation of weighing out a large number of packages containing one, two, three, or five pounds of sugar may be done in very much less time with the weighing machine than by the hand method. Another advantage is the

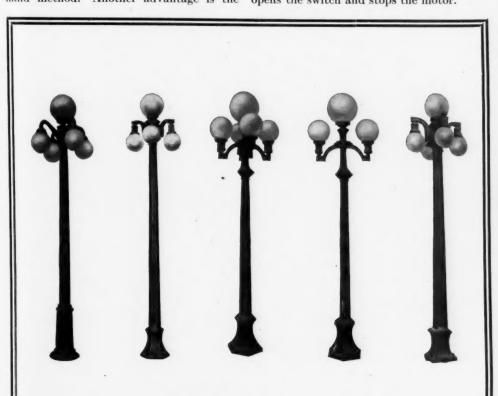
uniform weight; when the weighing beam is set at five pounds, for instance, the package is sure to contain exactly that amount—no more, no less—while with hand weighing it is next to impossible to give exactly the same uniform weight.

The motor is a 1-20 horse power of Westinghouse make and applied directly to the weighing mechanism at the bottom of the



hopper, connected to the agitator by means of a worm and gear.

The motor control is effected entirely by the weighing beam. When the beam comes to a horizontal position, a switch is closed, which starts the motor; and when the required amount of sugar has passed from the receptacle, the weighing beam drops to an inclined position, stops the flow of sugar, opens the switch and stops the motor.



Independent Foundry Company

Portland, Oregon

BENJAMIN
TWO-LIGHT
PLUG CLUSTER

For Doubling the
Capacity of Your
Sockets Without
Extra Wiring

It just screws in—and the work is done. You have one light, but want two. Or you want to run an extra wire to another point for connecting some electrical appliance—fan, heater, curling-iron, flatiron, chafing dish, etc., and still keep your light burning. You need not rewire the place to do it.

Benjamin Plug Cluster Does the Work of Two Sockets.



A Hit and an Error



We'll Tell About the Error First:

A good many people who haven't studied the dictionary carefully do not seem to distinguish between the word "ownership" and the words "policy," "service," and "individuality."

The ownership of the Banner property has changed, but the policy, service and individuality remain as before.



This is What Makes the Hit:

For a good many years some mighty careful lamp buyers have entrusted their business to the Banner organization.

Banner Betterness

has meant not only quality of product, but it has stood for general superiority—better lamps, better service, better attention to the small details of both manufacture and distribution. You can't make any mistake in putting your business in the hands of the men who have made the Banner label a guarantee of all-around excellence.

BANNER WORKS

General Electric Company Youngstown, Ohio

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Sale-**Ability**

The distributor of STERLING LAMPS sells the most of the best lamps with the least effort.

We not only guarantee our lamps but we can PRACTI-CALLY guarantee a satisfactory business to the agent who handles these lamps.

Let us give you full details of our plan for co-operating with you. Where this plan has been applied, the business has increased very rapidly.

Write.

Sterling Electric Lamp Works

General Electric Company Warren, Ohio

The Convention Tours

(Continued from page 228)

City, Grand Canyon, Los Angeles, and San Francisco on the going route, and at Portland, Yellowstone Park, Salt Lake City, Glenwood Springs, Colorado Springs, and Denver, on the returning route.

Tour B. Train No. 1-New York City (from Pennsylvania Terminal) to Seattle, Washington. All expense plan. Going trip only. Visiting Banff Hot Springs, Lake Louise, through the Canadian Rockies to the Glaciers, and Fraser Canyon to Vancouver, thence by steamer to Victoria and to Seattle.

This train will leave New York City Monday, June 3, 1912, at 8:50 a. m., arriving at Seattle Sunday, June 9, at 9:30 p. m. It will be designated as the pink special, and will be under the personal direction of Mr. J. C. McQuiston, 165 Broadway, New York City, or East Pittsburgh, Pennsylvania.

Train No. 2-Chicago (from Grand Central Station, 5th Ave. and Harrison Street) to Seattle, Washington. All expense plan. Going trip only. Visiting same points of interest as described for Train No. 1.

This train will leave Chicago Tuesday, June 4, 1912, at 8 a. m., arriving at Seattle Sunday, June 9, at 9:30 p. m. It will be designated as the green special, and will be under the personal direction of Mr. G. A.

Freeman, No. 120 West Adams Street, Chicago, Illinois.

Tour C. Train No. 1—Chicago (from Union Passenger Station, Canal and Adams Streets) to Seattle, Washington. Not on the all expense plan. Going trip only. Via Chicago, Milwaukee, and St. Paul Railway, and Chicago, Milwaukee, and Puget Sound Railway.

This train will leave Chicago Thursday, June 6, 1912, at 4:30 p. m., arriving at Seattle, Sunday June 9, at 2:30 p. m. It will be designated as the orange special, and will be under the personal direction of Mr. G. A. Freeman, 120 West Adams Street, Chicago, Illinois.

Tour D. Train No. 1-St. Louis (from Union Station) to Seattle, Washington. Not on the all expense plan. Going trip only. Via the Wabash Railroad (to Kansas City), Chicago, Burlington, and Quincy Railroad (to Billings) and Great Northern Railway.

This train will leave St. Louis Wednesday, June 5, 1912, at 9:04 a. m., arriving at Seattle Sunday, June 9, at 8:15 p. m. It will be designated as the purple special and will be under the personal direction of Mr. H. Spoehrer, Twelfth and Locust Streets, St. Louis, Missouri, to whom all requests for information, descriptive itineraries, and accommodations should be addressed.

The RECO FLASHER

is in a class all by itself!



Here's a Flasher that's adjustable for almost any kind of an effect. The only one on the market!

All the leading Central Stations and Sign Companies use the Reco because it's trouble-proof, reliable and flexible. Bulletin No. 18 just out.

Reynolds Electric Flasher Mfg. Co.
Largest Manufacturers of Flashers in the World
Also Manufacturers of Billboard Reflectors, Time Switches, Transformers, Window Displays, etc.

617-631 W. Jackson Blvd., Chicago

1123 Broadway, New York

Justice

COLOR CAPS



PATENT SUSTAINED

n the United States Circuit Court at



We Originated and Control the Only Completely Interchangeable

All Ball-Bearing FLASHER

Have you stopped to consider why our competitors are advertising "Sweeping Price Reductions"?

It is because the majority of Flasher users have adopted and insist upon

Beware of Infringers

Branches or Agents Everywhere

Patented features such as the CLARK PICUP BLOCK coupled with our 20 years' experience and our superior facilities

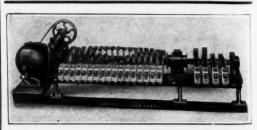
BETTS & BETTS

Largest Manufacturers of Flashers and Electric Sign Specialties in the World.

Electric Sign Specialties in the World.

W. V., Lieber's and W. V., Lieber's

Don't be Deceived



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Electrical Progress in Lawrence

How a Kansas Central Station Makes Its Advertising Personal in Appeal and Follows It Up.

"More good sales energy is wasted, and more profitable business is lost, through allowing the prospect to cool down than through any form of competition that was ever invented."

This statement was made by one of the most successful sales managers in the country in a recent talk before a convention of the sales force of the Singer Sewing Machine Company. Certainly such conditions are nowhere more glaringly apparent than in the selling of central station service.

Nobody knows how many tons of literature are distributed each year by electric light companies, but there is a good part of it that practically never has a chance to bring in full returns, simply because it is literally cast adrift to shift for itself, without the slightest consistent support from the sales force. Manufacturers' catalogs and folders are mailed to lists that are only about 60 per cent efficient, and then absolutely no practical effort is made to take advantage of their influence. Circular letters are sent to selected names and expected to sign and deliver the contract without another thought from headquarters. The money is largely thrown away.

money is largely thrown away.

Mr. W. C. Duncan, manager of the newbusiness department for the Lawrence (Kans.) Railway and Light Company, does not believe in this "still-born and abandoned" advertising, and is concentrating his effort on sales literature that he knows will make a definite personal appeal to the man it goes to. Everything he sends out is followed up by a personal call from a salesman whose sole object is to strengthen the impression made by the advertising and if possible land the business. He does not make a general call; he is there to back up that piece of advertising.

Mr. Duncan has used *Electrical Progress* (published by The Rae Company, New York City) most successfully in this way. Each copy he sends out is marked in some manner to make it, in effect, a personal message. Some article of especial interest to the prospect is indicated, as on this page-

The Small Town Opportunity
Why Stand By and Let the Mail-Order
Houses Take Busine Form
Your Town
The big mail order busines, like Sears, Roebuck & Co., of hierago, the National Cloak & Suit to, of New York, and a dozen more that we can all count off on our fingers, are laint an enormous business, from one endsty the country to the other. Their order to make you up into the dassing figures, and you pinto the dassing figures, one of them is taken out when the state out the small town age of the small town and the small town age of the small town age.

corner torn from one of the Lawrence mailings. The front cover is also marked "See Page 5," and the article is read. Then in a day or so comes the salesman to talk about "the small town opportunity" and convince the prospect that he should light his windows properly and burn a sign.

dows properly and burn a sign.

Here's the value of this Electrical Progress. It is a little 16-page publication of standard magazine size, presenting the advantages and opportunities of just one class of central station service, residence lighting, signs, electric vehicles, etc. It is sent to customers and prospects that are interested in that particular subject. It isn't signed manufacturer's or company advertising. It's a little unprejudiced magazine and it's read. When the salesman calls, the missionary work is done. The prospect remembers that he has read it all in a magazine.—Adv.

The Manufacturers say:—
"Electric Vehicles Sell
Best at This Season. Now
is the Time to Push Them."
ARE YOU DOING IT?
Send Your People The
Electric Vehicle Number
of Electrical Progress and
Get the Business.



This issue of Electrical Progress is twice the usual size—a little 32-page magazine—and the strongest piece of central station vehicle advertising ever published; a wonderful collection of photographs with strong, short, snappy, interesting articles that are irresistibly convincing.

It proves that electrics are more efficient and economical for merchants and manufacturers than either horse or gasoline equipment. It shows why and how—not just talk, but real facts and figures that can be proved. It will sell commercial vehicles and pleasure cars to your people.

If you haven't seen a copy—Say So Now. It's a double number at double price—4 cents a copy in quantity; 5, 7 and 10 cents in smaller lots. It will sell vehicles for you.

Send a copy to every customer and prospect in your territory.



THE RAE COMPANY

SEVENTEEN MADISON AVENUE, NEW YORK CITY

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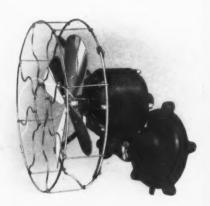
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Peerless Fans

to your residence, store, office, shop and factory prospects.

Go out after this business right now and Peerless Fans will help make the sale and insure that service and satisfaction that keep the fans on circuit and busy.

All types. All improve-The best fan for ments. YOU.



Have you ever really worked to develop the small motor business in your town-all of it?

PEERLESS **SMALL MOTORS**

will help sell here too. There is hardly a shop or office nowadays where some small power device does not apply. Are you pushing them all?

We make AC and DC motors up to I hp., the best little machines that brains, experience and enthusiasm can build. Use them and get this waiting business.

The Peerless Electric Co.

Warren, Ohio

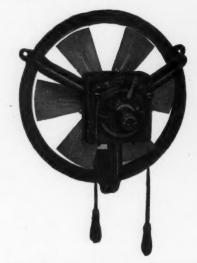
Every Theatre Every Hall Every Church

Every Hotel

Every Factory, Office Building, Club, Library or public building in your territory is a "prospect" for a

KIMBLE A. C. FAN

And the installation of a ventilating fan means a steady patron for current-winter



Kimble Fans are Easy to Sell—very

Because they are different and better:

They are instantly reversible from intake to exhaust; operate at any speed in either direction; change speed forward or back by the pull of a chain—and

They are the only fans in which a cut of SPEED means a corresponding cut in current COST.

Send for the Kimble Catalog and discounts

Kimble Electric Company 1115 Washington Boulevard, Chicago

Vehicle Battery Development

For the last ten years a certain considerable number of people have held aloof from the electric car waiting some revolutionary development which would eliminate at a stroke every restriction under which any self-propelled vehicle must operate. There has been an idea that some miracle of invention would soon give the electric unlimited mileage; make it fool, wear, and accident-proof, and make the "horseless age" an actuality over night. As a matter of fact and history, things do not happen that way, and in the case of the electric



Negative plate with wire screen which protects the plaiting, cut away

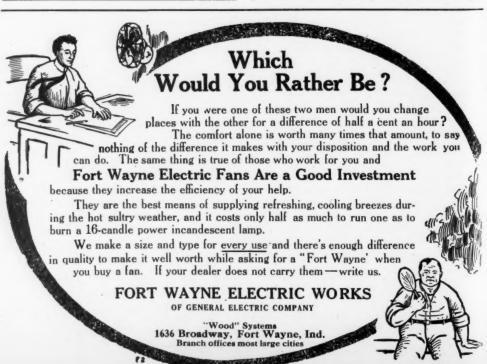


Positive plate

vehicle there is no particular reason why this should be given as a reason for hesitating over immediate purchase. For, in electric cars, the chief improvement will come in the further development of the battery: the design and construction of chassis as about fixed except for the continuous refinement of detail. Therefore, the man who buys an electric today, can, at the expiration of the useful life of his batteries, take advantage of any improvement. That such improvement will be marked is to be expected.

Just now we have advance information of a new battery of the nickel-iron alkaline accumulator type invented by Mr. Paul Gouin of Paris

In the Gouin cell the electrolyte is a potash solution varying in strength from 20 per cent for stationary batteries to 22 per



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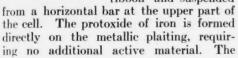
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1 20 per cent in traction cells. The positive elements are formed by perforated tubes of pure nickel filled with specially prepared hydroxides of nickel mixed with powdered graphite. The tubes are strengthened by a

spiral winding of twisted nickel wires, oxidized, and all parts of the tube and active material are in continuous and perfect electrical contact.

Each positive plate consists of 33 of the tubes held horizontally between the two uprights of a nickel "U" shaped frame, the tubes being attached to the frame by rivets of pure nickel. The negative electrode is formed of iron wire plaited flat into a kind of thin, flat ribbon and suspended



Plates assembled ready for battery jar

electrical connectors are of pure nickel.

The construction is simple, requiring few special tools or processes. The negative plates are very inexpensive and the entire cost much less than has hitherto been thought possible for a practical cell of the alkaline type. Plates for batteries of different capacities vary but little, so that uniform materials are used in all kinds and the manufacturing process made correspondingly easy.

Mr. James Lawrence, 165 Broadway, New York, who recently visited the Paris factory, states that the batteries can now be obtained in France, but that they are not yet manufactured on this side, although American patents have been secured. The Paris factory is a model of efficiency in manufacturing arrangement and equipment.

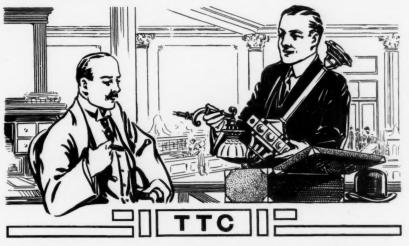
In a paper read before the Electrical Congress at Turin a few months ago, J. A. Montpelier, editor of L'Electricien, gave some interesting data regarding the Gouin cell. He stated that both positive and negative plates showed no deterioration after 400 to 500 discharges with the traction type and twice that number with the stationary type. Short circuits or very rapid discharges did not deteriorate the cells. The normal rate of discharge for traction cells was from three to five hours. Oxidation of the contacts, deformation of plates, loss of active material, escape of gases during discharge, and other battery troubles were entirely absent. Judged by the Mont-pelier report, the Gouin cell compares favorably in cost of manufacture with the lead cell, has a practically insignificant maintenance or up-keep expense, and the highest output per pound of total weight vet obtained.

At this time, when the fast growing popularity of electric vehicles is in everybody's mind, Mr. Gouin's new battery is of more than usual interest.

Byllesby & Co. Move.

Messrs. H. M. Byllesby & Company moved on April 20th to new quarters on the fourth floor of the Insurance Exchange Building, Chicago.

The Federal Sign System (Electric) announces the opening of a branch office in Minneapolis, Minn., at 822 Mary Place. Mr. Charles C. Thwing is in charge as manager.



When the Business Man **Buys Fixtures**

A busy business man hates to "shop." Selecting lighting fixtures is a burden and a nuisance to him. As a careful buyer he is unwilling to order from catalog, for he wants to see the fixture itself; and that means that he must put on his hat, leave his business to run itself, and go to the fixture store. He must comb over that confusing inverted forest of good and bad fixtures that marks and mars the average fixture display room. He must search out what he wants. It's a mean job, for a busy man, UNLESS HE BUYS

TTC TUNGSTOLIERS

The man who sells TTC TUNGSTOLIERS comes right to the busy man's desk with a suitcase full of parts and builds up the fixture right before the customer's eyes. AND HE GENERALLY GETS THE ORDER. If the customer has a pretty firm notion that he wants something different the TTC demonstration gives the salesman the right "hunch." He can get the merchant to the display room and there show him the right thing the first time. That's service. The busy business man appreciates it.

There are seven different lines of TUNGSTOLIERS. No matter what kind of a building you have to equip, we have a standard TUNGSTOLIER in stock for you. The latest thing in Tungstoliers is the new WEATHERPROOF INDUSTRIAL UNIT. It's an eye-opener to the fixtureman who isn't afraid to make money by selling industrial lighting equipment. Let us send you a bulletin or a sample.

THE TUNGSTOLIER COMPANY

MAIN OFFICE AND WORKS:

CONNEAUT, OHIO

NEW YORK—DALLAS—TUNGSTOLIER CO. CANADA LTD. TORONTO, ONTARIO, GANADA

PROGRESS

consists in doing a little better, and keeping up the good work



Corinthian Standard Patented

We have made big improvements. The story of the Corinthian Standard is ready for your attention.

Now you know!

Flour City Ornamental Iron Works Minneapolis, Minnesota



is a great convenience because it gives you two outlets where you have had but one, doubling the capacity of your sockets by doing the work of two. You may attach any other electrical appliance that you wish and burn your lamp at the same time. requires no extra wiring— you simply screw it into

the socket.

For sale by all Electrical Dealers BENJAMINELECTRIC MFG. COMPANY 120-128 So. Sangamon St. Chicago



Now is the time when merchants are furbishing their store fronts for the summer evening trade and inspection, brightening up to get the off-duty attention of the promenaders. Every town has a lot of good signs that did good business last year, but though the owners are probably contemplating some added attractions for their stores themselves, how often the old sign is left on the job in its old clothes.

The accompanying illustration shows a form of automatic color cap that gives a new dress to old signs and at nominal cost. It



fastens over the lamps after they are installed on the sign and as it is long enough to cover the entire lamp there is no necessity of changing the color of the background. Any sign with clear glass lamps can be changed to a colored sign by simply "snapcaps of the desired colors over the burning lamps. Here is an opportunity in every town to keep the sign owner enthusiastic by periodically giving his sign new life.

These color-caps are manufactured by

Betts & Betts, 254 West 53rd St., New York City, who own the patents on the device. These patents were recently sustained by the United States Circuit Court. Natural-colored glass is used in five colors: blue, green, amber, opal, and ruby, and the color caps cost less than the same equipment of natural-colored lamps. Also, the first cost is the only one. As the colored lamps on a sign burn out the owner would be saving money at once to replace the burned-out lamps with clear lamps and color caps, after which the maintenance is the same as that of a clear lamp sign. The color-cap, being open at both ends, there is complete ventilation and it is claimed that the life of the lamp is not affected. This is an important item to the lighting company that gives free renewals.

The color-caps can also be used to excellent advantage for special window displays, decorative lighting, and stage lighting

POSITIONS OR MEN WANTED

The rate for "Positions or Men Wanted" advertisements of torty words or less is one dollar an insertion; additional words, one cent each; payable in advance. Remittances and copy should reach this office not later than the 15th of each month for the next succeeding issue.

Replies may be sent in care of Electrical Merchandise, 17 Madison Avenue, New York City.

A REAL SALESMAN with successful experience in soliciting power business and with enough executive ability to take charge of a contract department and get results. Location, middle-west. Salary to fit the man. Address Power Success, care of Electrical Merchandise, 17 Madison Avenue, New York City.

 $\label{eq:wanted} \begin{array}{lll} \textbf{WANTED:} & -\Lambda & \text{first-class} & \text{combination Gas} & \text{and} \\ \text{Electric new-business} & \text{solicitor for small property located in Michigan.} & \text{In reply state experience, also} \\ \text{salary expected.} & \text{C. G. L., care of Electrical Merchandise.} \end{array}$



you to sell to the public, is to take one apart and see its simplicity. Then use it yourself or have your wife use it and see its efficiency.

We'll show you the profit you can make selling them and how to sell them.

The way to convince yourself fully that they are the best irons for you to sell is to sell them.

American Electrical Heater Company DETROIT, MICHIGAN U. S. A Oldest and Largest Makers

AMERICAN

SERVICE



We are selling service and a majority of our business is secured because of the service we can guarantee.

Baltimore, Md.

We have just added to our list the city of Baltimore, Md., where we are supplying for the Charles Street Boulevard 187 Ornamental Poles similar to this cut-we receive this business because other satisfied customers had said:

"They will make good." This should interest you.

Write for Information.

Ornamental Lighting Pole Co.

Poles for all Types of Lighting,

19 Battery Place

New York City

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Service Improved

WE are bidding for your business, as in the past, on the basis of Peerless service -an improved and perfected Peerless service. We will supply your immediate wants with a remarkable promptness because under the new system of lamp distribution many large and complete stocks of Peerless lamps are maintained at practically all important centers of distribution. This insures you of the very quickest delivery possible.

Delivery service, of course, is but a part of the Peerless service we extend to our customers. Our interests are more nearly one—our co-operation will be closer. As agents appointed by us you will form part of our organization and are therefore entitled to the same careful and prompt attention we have always afforded our direct representatives.

Remember the Peerless trade-mark means unexcelled quality and an organization which will look after your best interest.

Peerless Lamp Works

Warren, Ohio



Every Woman

is interested in a "guaranteed" Electric Washing Machine.

We are building the finest machines in the world and every one of them is guaranteed.

If you are a classy dealer write us for further information. We have a Central Station selling plan that has never failed to prove satisfactory

THE JOHN DIETZ MFG. CO., Cincinnati, Ohio

We Specialize on Central Station Signs

We have designed and built hundreds of Central Station Signs now burning in cities north, south, east and west. They are all individual and studied to suit the conditions confronting each lighting company. They are working night and day in these cities to boost the popularity of electric service and they are doing it. They are selling current.

We will send you the names of some of these companies and pictures of these signs to show you who are buying A. & W. Electric Signs and what they are accomplishing. If you haven't a Sign Salesman on your building YOU NEED ONE. Don't wait longer. Say the word and we will send you a suggestive sketch.

The A. & W. Electric Sign Co.

Cleveland,—"Sixth City"

In one week I sold Signs aggregating 34,700 lamps in Galveston. This is how I did it.

This is a story of real co-operation.

When Henry L. Doherty & Co. took over the operation of the Brush Electric Company of Galveston, I received a wire to go there and help them sell signs.

Before I arrived, there was a good deal of talk about Valentine, the great sign expert. They told the newspaper reporters that I was a wizard—a combination advertising artist-electrical genius. Of course this was largely josh, but it worked. Then, a couple of days before I arrived, a well-known New Yorker who was visiting there, gave an interview telling what a wonderful opportunity Galveston had to become a second Atlantic City with myriad signs along the sea-wall. The day I pulled in, there appeared a great ad, announcing me.

It was all part of an advertising system of co-operation.

I went to work.

To the leading newspaper's reporter I told of the wonders of the signs on the Boardwalk and on Broadway. I told them that any ambitious city could have a "Great White Way" if it wanted one, —but I told of these advantages from a *civic* standpoint. That interview was published verbatim.

Next day I went to work with the local people. The president of the Brush Company took me to visit some of the big merchants. A leading stockholder of the company took me to call upon the big warehousemen and similar people. The solicitors took me to see the small merchants.

We worked day and night. I gave a lecture to the Board of Trade. I was the guest of honor at a banquet. I bought shoes, hats and real estate that I didn't need, and praised the town, the people, the climate, the Gulf of Mexico and the sunrise.

It was a strenuous week, but lookee -

We sold signs aggregating 34,700 lamps in a single week, and orders for more have reached me since I left. Roughly this piece of aggressive co-operation resulted in adding 70,000 sign lamps to Galveston's circuits. *Some* business—what? I can do as much for any town of equal size if given equal co-operation.

-T. E. Valentine.

Valentine Electric Sign Co.

Atlantic City, New Jersey